

2015 STRATEGIC PLANNING QUESTIONNAIRE RESULTS

WHAT'S ON YOUR MIND AS A CPI MEMBER?

Time to meet – discussing every other month instead of monthly

Getting people to become members always and excuse (too busy, try to accommodate)

Attendance at Strategic and other meetings prohibited because of job and time off is limited to attend some meeting. Pay Loss while attending.

Membership /lack of interest for our current members to attending conference (costs/locations/self-pay)

Modify membership structure to include subscription or print version member to allow the association to gain potential members for lessor cost and hopefully their interest grows and they will become full members.

Need more involvement in community activities for CPI recognition. Participate in Chamber activities to establish contacts with other financial institutions.

Concerns about their local and CPI. Need to keep the group ALIVE and to motivate GROWTH. Create local and District Facebook pages for marketing, divide monthly meeting responsibilities amongst the members (presentation), 6 month grace period for potential members, specified group goals(Such as 5 new members by April 2016) and word of mouth outreach for monthly meeting attendance.(from NEW members).

WHAT PROBLEMS ARE WE HAVING?

Attending District or any meeting it is the cost and the time.

Why don't people see that if they join, pay their dues, and take advantage of the website, publications and they can learn more about the credit industry and gain contact with others.

Membership – ways to attract and keep members.

Dues are a part of lack of people joining and Time commitment.

Officers are expected to travel, to state district and international with limited reimbursement of expenses, time away from work and home responsibilities.

Changes are needed in order to revive a dying association. (Need a Brainstorming session, to evaluate with the purpose and intent of members to participate in changes necessary for this to succeed. Members need to come with open minds and thinking caps. This was submitted by NEW MEMBERS.

POSITIVES!

No Problems. Our local is on a role. New members, their involvement, new ideas, (“get to know us” prior to conference or meeting to get others ideas, at conference have the speakers all in one day -education for prospective member and have business and committee meetings in one day. Let the new members become involved.

COMMUNICATIONS

Have each local come up with topic to help us at work. Those tips would be sent to a central source (Cindy or Charlotte) to e-blast to all CPI members as "TIP OF THE DAY".

No One responds to any email sent out as an officer, committee chairman or District Officer.

Communicate ONLY when info is needed to get to members.

RE: updates- bylaws, how- to

Learn to speak the language. We may know but who we are talking to may not know what we are saying.

Communicate to potential members not just to members.

Need to Attend other than meetings that involve people where you network and learn more about anything. (Chamber of Commerce, Programs for Senior Citizens, Health care Updates, Library Presentations, Etc. Need to TALK more about CPI and we will find Members.

GIVE ME YOUR THOUGHTS

Need commercial credit people

Commercial membership is still strong. What are we lacking?

Kudo's to Rhonda and her employer Equifax on their commitment to CPI and the match. Does anyone else have that opportunity???

ATTRACT NEW MEMBERS

Need to Mail letters of introductions with invitation to a meeting (since emails clog our inboxes and can be deleted when coming from an unfamiliar source.

Organize a half day lecture event and do a large mailing to targeted area businesses.

Encourage meeting attendees to bring a friend or competitor to the next meeting.

Need to have Convenient Meetings by Digital, social-media, in person.

Our (CPI) training methods give people what they need for jobs and lives. Need to send e-blasts such as (news of the world, all needs to be short and not lengthy, and give links for additional information.

Too, many meeting in a month (2 meetings plus participating in a class)

WEBSITE

Because of this email communication, I updated my profile and password.

I have looked on line for educational resources. I will make a point of adding educational tools to m site.

STUDENT MEMBERS

Not pursuing

Vision of a college business student run locally

How do we get the message to business students on how CPI can assist them in entering the business world?

Have a quiz annually at a meeting to help students know more about CPI and what we have to offer.

WHAT THOUGHTS DO YOU HAVE FOR THE SURVIVAL OF CPI?

Continue to pare services down to what CPI can afford to provide, continue to ask for help from any volunteers, discuss benefits of CPI membership with “folks” on the fence about joining.

Each local must be more proactive in attracting STUDENT MEMBERS as these members are our future.

How can we reach them? (schools, colleges, skilled trades schools etc.)

Unless we as members do something drastic to stop the membership decline we will not be in existence in 2020.

Currently CPI retirees are actually doing most if not all of the CPI work.

I would like to thank those that took the time to contribute your thoughts for the future of CPI. These findings are posted on the website under Strategic Planning Meeting and will be discussed by the officers at the Strategic Planning Meeting. Please review, forward ideas to attendees or bring your ideas to the meeting in October.

Barbara Chapin, CCCE/MPCE, Strategic Planning Chairman