Retention Tips

People need to feel wanted, important, and needed in an organization. Regardless of the reason a student joined your organization, you need to make them feel like an important part of the team right away. Here are some tips that will help you retain new members:

- **Give responsibility to new members.** People are more likely to stay in your organization if you empower them to become invested in the work and the people right away. Contact the Student Leadership Assistants in the BGSU Center for Leadership to discuss how you can use the Empowerment Formula in your organization.

  \[ E = D \times A \times S \times A \times T \]

  - **Empowerment:** Supporting a person or group of people in a way that permits them to grow and be the best they can be.
  - **Direction:** Helping others see where they’re headed.
  - **Autonomy:** Giving others the freedom to make informed decisions.
  - **Support:** Both emotional and tangible.
  - **Trust:** On the front end, and let them keep it or lose it.
  - **Accountability:** Assign roles with stated expectations and members willingly agree to meet expectations.

- **Show appreciation, and take time to celebrate!**

- **Plan team-building activities** that help your organization become a community. These can be activities built into meetings or bonding activities outside of the organization that help the members get to know one another.

- **Pick meeting times that work** well for group members, and keep members with time conflicts informed of and involved with organization business.

- **Plan a new member orientation** to teach them about your organization, clarify expectations, and help them start off their experience in your organization strong.

- **Create a new member coordinator position** to be responsible for the orientation of new group members, or include these duties into an existing organization position.
Adapted from OSU Center for Leadership Development at: http://oregonstate.edu/cld/tipsheets, and from BGSU Center for Leadership at: http://www.bgsu.edu/center-for-leadership/student-leadership-assistant.html.