

Jett Awards

Membership Development

San Antonio Legal Secretaries Association

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I. GENERAL DESCRIPTION OF PROGRAM

This program was an evening of recognition to past, present and new members. The purpose was to recognize members who have dedicated so many long hours to our organization and install new members into the organization.

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II. JUDGING CRITERIA

A. Needs Assessment

1. *How was the need for this program identified?*

There is always a need for membership recognition. This is a volunteer organization. Volunteers should be recognized for their time. Our membership had decreased and meeting attendance was low. In addition, we have current members that have been members for 39 years. Because we alternate lunch and dinner meetings, we only pin our new members at night meetings.

2. *How does this program address this need?*

As an officer and chairman, I felt it was important to let people know how much they were appreciated. Members were recognized and there were several “seasoned” members that joined the meeting that night. New members were pinned.

B. PLANNING AND DESIGN

1. *List the program’s objectives.*

The program’s main objective was to recognize long time members and install new members.

2. *Describe the steps taken to design and develop the program.*

Rosters were requested from NALS. The internet was searched for awards and ideas. Postcards were made and mailed to members recognizing their length of service and inviting them to the meeting.

Due to a small budget, pins and certificates were made. For pins, I used an old puzzle, spray painted pieces gold, hot glued a pin to the back and placed it on a business card that read “You are an essential piece. Thank you for ____ years of service to SALSA.” I presented

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each member that has been a member over 5 years with a pin and certificate (attached essential piece certificate). Football lapel pins were purchased for members who sponsored a new member. Business cards were made and read "Touchdown! You brought in one new member!" New members were contacted and asked to provide a short biography.

C. LOGISTICS AND PRODUCTION

1. *How was the program delivered to the target audience?*

On June 22, 2005, members and vendors attended our month meeting. I started the meeting by installing our new members with the attached ceremony. I acknowledged the sponsors by providing them with a football pin on a small business card that read "Touchdown! You brought in one new member!" (This relates to our state campaign.)

After the ladies were installed, I asked all members to stand up. I advised everyone in the room that the standing members represented SALSA. Then I followed by asking all members of a year or less to have a seat. I continued with members of less than 5, 10, 15, etc. until one member was left standing. Because we had three ladies that had been members for over 30 years, I asked them to stand individually and recognized them. I had received biographies on the ladies in advance and read it to the attendees. I then called members with over 5 years of service to the front, acknowledged their length of service, presented them with a pin and certificate.

Because the TALP campaign is based on retention, I wanted to recognize members that had renewed their dues. A member had donated some tea light candles and I attached a card and presented this to each member that renewed her dues.

Finally, I presented an award titled "Going the Extra Mile." This award was designed based on our President's theme of sea life and love of

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dolphins. I advised the attendees that anyone can receive the award – the only requirement is that someone – member or not – pays for the award. There is no limit of times that person can be honored. This is a great way to let those that go the extra mile know that it is noticed.

2. *Provide details describing educational materials, methods, and resources.*

N/A

D. BUDGETING AND FINANCE

1. *What is the annual income and expenses of your chapter?*

The annual income and expenses is \$23,670.

2. *Was the program funded in whole or in part by a Grant from the NALS Foundation?*

The program was not funded by a grant from the NALS Foundation.

3. *What were the program's broad financial objectives?*

Our objectives were to break even or spend as less as possible. Our intention was retention and membership gain.

4. *Provide both the projected revenue and expense, as well as the actual revenue and expense.*

I estimated spending \$50. With donated materials, the only expense was the football pins that I purchased for \$25.

5. *Provide your best estimate of association resources expended on this program.*

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Numerous hours spent researching and making certificates and pins.

E. MARKETING, PROMOTING, AND ADVERTISING

- 1. List and describe the specific marketing, promotional and advertising vehicles used.*

Post cards were mailed to members (see attached).

F. EVALUATION

- 1. To what extent did the program achieve stated objectives?*

Members old and new were recognized at the June meeting. In addition, pictures were posted in our monthly newsletter.

- 2. What broader impact, if any, did the program have on the growth image or performance of the chapter or its members?*

Members that had served SALSA years prior were in attendance and not just a name. New members recognized the length of service members had served which ultimately impacts the chapter as a whole.

- 3. Based on the outcome of this program, describe the most significant changes you might make the next time you offer it or a similar program.*

Instead of this being done at a regular meeting, I would have this done at the Installation Dinner.