STATE CHAPTER MEMBERSHIP GROWTH AWARD SELECTION CRITERIA
(FOR THE 2011 CALENDAR YEAR)
Application Deadline: April 2, 2012

Chapter: ITS Midwest, Division 2
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Provide the numerical data to reflect the growth in your membership level along with a brief description of the activities undertaken to achieve this membership growth (this information will be invaluable to share among all the chapters). Append this with explanatory details, if needed.

1) 2011 Membership: **53** (35 chapter - corporate, 5 chapter - individual, 13 ITSA) 2010 Membership: **40** (22 chapter - corporate, 1 chapter - individual, 17 ITSA) 2011 Membership Increase: **33%** (Percentage increase over 2010)

2) Briefly describe the activities the chapter used to achieve this growth in membership.

Activities and Policies that we implemented to assist in the growth of our chapter included:

1. Development of an enhanced membership webpage and application form that includes a listing of current and planned member benefits (e.g., company logos on the ITS Midwest website, a "Job Board" for open positions, and a "Members Only" section of the website)

2. Improved our member tracking systems, which involved cleaning up our membership database and coordinating with ITSA to better synchronize our lists.

3. Instituted partial debt forgiveness for past members who had not renewed in the previous year. Prior to this change in policy, delinquent members were required to pay past dues in full before renewing membership for a new year.

4. Conducted an informal membership drive to encourage delinquent and past members to rejoin and sought out ITS organizations that might be interested in ITS Midwest. This resulted in 10 new organizations joining in 2011 and a few other past members rejoining the chapter.

5. Increased the number of individuals that can be included on a chapter corporate membership from 12 to unlimited (consistent with ITSA)

6. Since our Chapter consists of four states, we maintain a Board of Directors consisting of members from all four states incorporating representation from each of the following sectors (public, private and academic). Maintaining this diversity on the board ensures that all sectors are connected and engaged within our respective areas. This diversity assists in an exchange of ideas, information and ITS solutions. The chapter strongly urges all four states to be represented on all committees. We encourage all members to distribute member information materials and applications at their local events or at other industry events. Additionally, board members are encouraged to attend ITSA, ITE and other industry related events.

7. Each year ITSMW hosts an Annual Meeting in one of the four member states. This gives each state the chance to highlight unique ITS deployments or lessons learned, as well as allow the opportunity for information exchange, vendor exhibits and networking opportunities. This helps facilitate membership growth as local involvement is generated and travel burdens are reduced for the hosting state. Additionally at past year's Annual Meeting, we held a session that revolved around member input, addressing the needs and concerns regarding the Chapter and the Industry. Attendee surveys are also conducted to enhance future events.

   The Chapter also encourages each State represented in the chapter to host a spring meeting/event. This gives individual members an opportunity to enjoy meeting benefits such as information exchange, vendor showcases, and professional networking when travel limitations preclude their attendance at the Annual Meeting. This also provides a forum to invite local persons to get involved and learn about ITS.

8. Started the hosting of quarterly webinars. This provides the opportunity for any of the membership to facilitate learning opportunities, information exchanges, new product presentations and more.