

1998 National Space Society Chapters' Assembly Meeting

Friday, May 22, 1998

Ronnie Lajoie, 1997-99 Chair

1998 International Space Development Conference

Hyatt Regency Hotel, Milwaukee, Wisconsin

1998 ISDC Chapter-Related Meetings

Friday, May 22

- 8:30p - 11:30p NSS Chapters' Assembly Meeting

Saturday, May 23

- 9:00a - 6:00p Foundry Project Incubator — Day 1
- 2:00p - 6:00p Chapter/Activist Training Session

Sunday, May 24

- 9:00a - 6:00p Foundry Project Incubator — Day 2
- 2:00p - 6:00p Chapter Resources Workshop: Day 1

Monday, May 25

- 9:00a - 12:30p Chapter Resources Workshop: Day 2

Chapter/Activist Training Session

- **2:00 - 6:00 p.m. Saturday, May 23, 1998**

(times of each talk are approximate)

- **2:00 - 3:20 p.m. — Shirley Smith**

..... **“Public Presentations 2”**

- **3:20 - 4:40 p.m. — Bennett Rutledge**

..... **“Training Your Successor”**

- **4:40 - 6:00 p.m. — Chris Pancratz**

..... **“Members: How Many are Enough?”**

1998 NSS Chapters' Assembly Meeting Agenda

- **8:30 - 8:45 p.m. Administrative Duties**
- **8:45 - 9:20 p.m. “Campaign for the Future” Contest**
- **9:20 - 9:40 p.m. NSS Strategic Planning Overview**
- **9:40 - 10:00 p.m. ... “Inside NSS” Newsletter Crisis**
- **10:00 - 10:10 p.m. . Oklahoma Chapter Recommendations**
- **10:10 - 10:30 p.m. . Chapter Resource Rqmts Survey**
- **10:30 - 11:00 p.m. . Chapter Resource Proposals**
- **11:00 - 11:30 p.m. . Chapter Resource Rqmts Prioritization**
- **Note — Resources for Future ISDCs part of Workshops**

NSS “Campaign for the Future” Contest

- **Purpose**
 - **To encourage chapters to raise 2001 members by ISDC**
- **Approach**
 - **Contest packet sent in March to each of 90 NSS chapters**
 - **Packet included address labels for expired NSS members**
 - **No warning to ensure that all chapters have same chance**
 - **Contest deadline extended 3 months after complaints**
- **Results**
 - **34 chapters (1/3) responded by Labor Day deadline**
 - **61+ members in 34 chapters participated (18 got pens)**
 - **Together, chapters recruited 312 new members (16% of goal)**
 - **Illini Space Development chapter won 1st place with 42**

“Campaign for the Future” Survey Summary

- **First survey mailed in October 1997, messed up by printer**
- **Second survey mailed in April 1998, long past contest**
- **Of 34 chapters, 6 answered 1st survey, 10 answered 2nd**
- **10 chapters include half of “top ten”, 42 to 2 new members**
- **10 chapters account for 154 (49%) of 312 new members**
- **Breakout for the 154 new members (some estimated)**
 - **81 (52%) were by direct contact, 60 (74%) at chapter events**
 - **32 (21%) were other mailed people (4% of 900+ letters mailed)**
 - **23 (15%) were gift memberships (for friends, family, schools)**
 - **10 (7%) were by indirect contact (flyers, email, Web, phone)**
 - **8 (5%) were ex-NSS members (1% of 700+ letters mailed)**

“Campaign for the Future” Survey Results

CAMPAIGN ATTRIBUTE	Score	Meaning	COMMENTS
Campaign Announcements/Updates	3.1	OK	
Campaign Start Date/Day	2.9	OK	
Campaign End Date/Day	3.2	OK	Post office must be open
Campaign Duration	2.8	OK	First too short, then too long
Campaign Chapter Package	3.8	Good	
Quality of Major Prizes (Buzz, ML)	4.0	Good	Need to HONOR Prizes!
Number of Major Prizes	3.4	OK	
Quality of Minor Prizes	3.8	Good	
Number of Minor Prizes	3.1	OK	
Help from NSS Headquarters	3.5	Good	
Help from Others	2.6	OK	
Level of Effort by my Chapter	3.1	OK	Varied from Great to Poor
Recruitment Success Rate	2.9	OK	Varied from Good to Poor
Overall Satisfaction with Campaign	3.3	OK	
Chapter would do "Campaign" again	100%	YES	ALL said Yes, 50-50 1 or 2 yrs

“Campaign for the Future” Survey Summary

	Score	Meaning	YES to send again
Glossy White NSS Folders	3.0	OK	60 %
Intro. Letter / Instructions	3.3	OK	80 % → KEEP
Expired NSS Member Labels	3.4	OK	80 % → KEEP
NSS Bumper Stickers	4.2	Good	100 % → KEEP
NSS Pins	3.6	Good	80 % → KEEP
NSS "I Want to Go" T-shirts	4.1	Good	90 % → KEEP
NSS Pamphlets	4.0	Good	80 % → KEEP
Campaign Membership Forms	3.7	Good	90 % → KEEP
Campaign Tally Sheets	2.7	OK	50 %

- **Chapters liked Campaign packet (especially the merchandise)**
- **White folders and tally sheets could be left out to save money**

NSS “Campaign for the Future” Recommendations

- Do Chapters want to do “Campaign” again? **YES!**
- If YES, how often? every year
- Recommended Conditions of Chapter Participation:
 - Duration: 12 months
 - Preferred month to start/end: **February 15, reporting cycle**
 - No more “contests”, Campaign is regular chapter activity
 - More prizes tied to fixed targets (e.g., 5 yields space pens)
 - Retain major prize for top chapter and top recruiter
 - More coordination between HQ/chapters on groups to target
 - Campaign kits to past participants only; then by request

A Well-Rounded Group for NSS Strategic Planning

- **Participants included many members of Board of Directors**
 - Kirby Ikin, Karen Mermel, Greg Rucker, Bruce Mackenzie, Lauri Zeman, Jeffrey Liss, Mark Holthaus, Mark Hopkins, Max Hunter, Greg Zsidisin, Larry Ahearn, M.A. Dyson, Buzz Aldrin
- **Participants included staff from NSS Headquarters**
 - Pat Dasch (Exec. Dir.), Joanna McKinzey (*Ad Astra* editor)
- **Participants included entire Chapter Resources Committee**
 - Larry Ahearn, Chair, Region 6 Chapters Organizer, Director
 - Shirley Smith, Vice-President for Chapter Affairs
 - Bennett Rutledge, U.S. Chapters' Coordinator
 - Chris Pancratz, recreator of Chapters' Handbook
 - Ronnie Lajoie, Chapters' Assembly Chair, Advisor
- **Plus Chapters' Organizers: Bryce Walden (2), Wayne White (4)**
- **Plus Ron Jones, C. York, P. Montoure, D. Millman, P. McGivney**

“Inside NSS” Newsletter Crisis

- Do chapters require “Inside NSS”? Yes _____ No _____
- Recommendations for new Editor:
 - _____
 - _____
 - _____
 - _____
 - _____
- Defer discussion of format changes to Workshop
- New Editor will have MAJOR input to format/content

Oklahoma Chapter Recommendations Referral

1. Proposal for NSS Project with Franklin Mint

Refer to NSS Projects Committee? Yes _____ No _____

2. Proposal for NSS Raffle

Refer to Fundraising Committee? Yes _____ No _____

3. Proposal for NSS Goal to reach Asteroid

Refer to NSS Policy Committee? Yes _____ No _____

4. Recommendation to provide Donors with more data

Refer to Fundraising Committee? Yes _____ No _____

- Interested chapters should provide additional guidance

Chapter Resources Development Plan (draft)

- **Step 1 — Annual chapter survey to identify chapter needs**
- **Step 2 — Needs are compiled and “Criticals” are sorted**
- **Step 3 — “Critical” needs presented to C.A. at ISDC**
- **Step 4 — C.A. reviews/revises “Critical” needs**
- **Step 5 — C.A. prioritizes “Critical” needs for Workshops**
- **Step 6 — Teams at ISDC Workshop create “action plans”**
- **Step 7 — Teams present “action plans” to CRC/chapters**
- **Step 8 — CRC/chapters at ISDC prioritize “action plans”**
- **Step 9 — C.A. creates teams to implement “action plans”**
- **Step 10 — Chapters review “products” (back to Step 1)**

Chapter Resource Requirements Survey Summary

- Survey mailed in late April to 90 chapters (only 3 bounced)
- Total of 29 (1/3) returned (18 mail, 7 fax, 3 hand, 1 email)
- Did “Survey Enclosed” label help? **Yes (ALL)**
- How much lead time is required? **Minimum 2 months**
- “Importance” = “Your Chapter’s Current Need”
- Sincerely APOLOGIES if you understood differently
- If so, update as we go along; select “Critical” needs only
- Question: How many “High” needs replace a “Critical”?

1998 Chapter Requirements: People

RESOURCE	#Critical	Local Rank	Global Rank	Priority
New President	18	1	1	
New Secretary	9	2	5	
Publicity Lead	9	2	5	
Newsletter Editor	9	2	5	
New Treasurer	8	3	6	
Fund-Raising Lead	8	3	6	
Chapter Projects Lead	8	3	6	
Programming Coordinator	6	4	8	
New Vice-President	4	5	10	
Membership Recruit Lead	2	6	12	

1998 Chapter Requirements: Administrative

RESOURCE	#Critical	Local Rank	Global Rank	Priority
Up-to-date chapter info	10	1	4	
Example charter bylaws	5	2	9	
Recent Chapter Handbook	5	2	9	
Chapter “classified ads”	3	3	11	
Finance tracking forms	1	4	13	
Sample chapter minutes	1	4	13	
Electronic annual reports	0	--	--	
Sample chapter stationary	0	--	--	

1998 Chapter Requirements: Membership

RESOURCE	#Critical	Local Rank	Global Rank	Priority
List all local NSS members	13	1	13	
List new local NSS members	11	2	12	
Lessons learned & advice	7	3	11	
Sample membership forms	4	4	10	
Training and Tutorials	1	5	9	
Past recruitment methods	0	--	--	

1998 Chapter Requirements: Newsletters

RESOURCE	#Critical	Local Rank	Global Rank	Priority
Info on chapter newsletters	3	1	13	
List of sources for articles	3	1	13	
Sample chapter newsletters	2	2	12	
Newsletter cost breakdown	2	2	12	
Lessons learned & advice	2	2	12	
Training & tutorials	1	3	11	

1998 Chapter Requirements: Political Activism

RESOURCE	#Critical	Local Rank	Global Rank	Priority
List/links to space activists	5	1	9	
List/links to critical issues	5	1	9	
List/links to voting records	3	2	11	
List/links to space groups	3	2	11	
Training and tutorials	2	3	12	
Spacecause Handbook	1	4	13	
Sample letters to President	0	--	--	
Sample letters to Congress	0	--	--	

1998 Chapter Requirements: Programming

RESOURCE	#Critical	Local Rank	Global Rank	Priority
Speaker info database	10	1	4	
NSS/NASA videos & slides	10	1	4	
NSS/space merchandise	5	2	9	
Lesson learned & advice	5	2	9	
Common Calendar of Events	4	3	10	
Sample flyers & brochures	2	4	12	
Samples in other chapters	1	5	13	
Training and tutorials	1	5	13	

1998 Chapter Requirements: Workshops & Confs

RESOURCE	#Critical	Local Rank	Global Rank	Priority
Speaker info. database	11	1	3	
Fund-raising concepts	8	2	6	
Exhibitor info. database	6	3	8	
Permanents ISDC Web site	6	3	8	
Lesson learned & advice	5	4	9	
Operations concepts	4	5	10	
Training and tutorials	4	5	10	
Sample flyers & brochures	1	6	13	
Sample registration forms	0	--	--	

1998 Chapter Requirements: Chapter Projects

RESOURCE	#Critical	Local Rank	Global Rank	Priority
Fund-raising concepts	9	1	5	
Volun. recruiting methods	8	2	6	
Lesson learned & advice	6	3	8	
Displays/Exhibits concepts	6	3	8	
Chapter Web site template	4	4	10	
Examples from chapters	4	4	10	
Training and tutorials	3	5	11	
Foundry project incubator	2	6	12	
Regional education projects	1	7	13	

1998 Chapter Requirements: Top 20 “Criticals”

RESOURCE	#Critical	RESOURCE	#Critical
New Chapter President	18	Project Fund raiser concepts	9
List of local NSS members	13	New Chapter Treasurer	8
List new local NSS mem.	11	Chapter Fundraising Lead	8
Conf. speaker info. DB	11	Chapter Projects Lead	8
Up-to-date chapter info.	10	Conf. fundraising concepts	8
Program speaker info. DB	10	Volunteer recruiting methods	8
NSS/NASA videos & slides	10	Mmbrship recruiting lessons	7
New Chapter Secretary	9	Conf. exhibitor info. DB	6
Publicity/Advertising Lead	9	Perm. ISDC Web Site	6
Newsletter Editor	9	Displays/exhibits concepts	6

1998 Top 20 Chapter Resource Requirements

RESOURCE

Searchable Chapters info/database

List new local NSS members

List all local NSS members

Training for chapter leaders

Membership recruiting lessons learned

Chapter speaker info database

NSS/NASA videos and slides

Project fundraising concepts

Volunteer recruiting methods

Displays and exhibits concepts DB

RESOURCE

Permanent ISDC Web Site

Conference speaker info/database

Conference exhibitor info/database

Conference lessons learned

Conference fundraising concepts

Chapter activities lessons learned

On-line Chapters Handbook (part)

NSS Committee contact info/database

List of NSS products/services for chap.

NSS pamphlet with chapter-unique info

Just MY thoughts on Ed Finch “Renaming NSS”

- **Maximize usage of existing name “National Space Society”**
- **Minimize cost of changing current NSS paper & products**
- **Retain concept of the NSS “Family of Organizations”**

- **“Family” becomes “Federation of Space Societies” (UN rep)**
 - **“National Space Society” retains title for United States**
 - **“National Space Society of Australia” moves up level**
 - **“Mexican Space Society” moves up level**
 - **“Canadian Space Society” can now join the “family”**
 - **Form “European Space Society” from European chapters**
 - **Form African, Central, & South American space societies**