

May 2, 1989

MEMORANDUM

To: Adelaide Carter  
From: Bob Tall  
Re: Reports for May 21 Board Meeting

Please have the following for the meeting:

- o Regular end-of-April membership figures.
- o Comparison (update my March 9 White Paper)
- o Analysis of Membership Campaign--Recommendations as to how to handle better
- o Briefly, your ideas as to how to make APCO more attractive to prospective new members; how to hold on to existing members
- o A couple of meaningful growth curves or charts, starting in the past and going into the future. (Plan what you want to show and give the numbers to Bill Kuhn with a request that he make the finished product. Show numbers and trends.)

5-21-89  
5-22-89 agenda  
item 4e.  
REC'D MAY 2 1989

APCO Monthly Membership Report For Month Ending: April, 1989

Chapter	Active	Tel	Comm'l	Engr Tech	Assoc	Chapter Honorary	Retired	Life	Total	Last Month	Last Year
Alabama	50	19	7	2			1		79	83	76
Alaska	10	8							18	17	55
Arizona	108	20	18	11	2		5	1	165	156	142
Arkansas	49	18	6	3	3		1		80	79	70
Atlantic	361	174	84	15	11	5	15	6	671	639	573
Connecticut	( 49)	( 35)	( 9)		( 2)		( 1)		( 96)		
Maine	( 7)	( 4)	( 1)						( 12)		
Mass	( 48)	( 23)	( 12)	( 4)	( 1)				( 88)		
New Hamp	( 14)	( 8)	( 5)				( 2)		( 29)		
New Jersey	(106)	( 44)	( 27)	( 6)	( 4)	( 3)	( 3)	( 2)	(195)		
New York	(128)	( 59)	( 28)	( 5)	( 4)	( 2)	( 7)	( 3)	(236)		
Rhode Is	( 4)	( 1)							( 5)		
Vermont	( 5)		( 1)						( 6)		
Other			( 1)				( 2)	( 1)	( 4)		
California (N)*	212	55	70	15	6	1	8	6	373	368	351
California (S)*	237	50	96	19	11	8	4	6	431	435	360
Canada	90	16	42	6	3				157	157	87
Colorado	119	98	28	8	1				254	250	256
Florida	277	99	46	7	6	1	8	6	450	434	359
Georgia	178	30	18	3	4	2		1	236	230	194
Idaho	21	8	5	4			1		39	38	28
Illinois	153	128	34	14	5	2	2	5	343	338	317
Indiana	54	32	16	7			2	1	112	111	90
Iowa	36	88	4	4	2	1			135	130	120
Kansas	41	133	8	2		4	1	1	190	203	337
Kentucky	40	24	5	1	2		1		73	72	52
Louisiana	56	5	17	2	3		1		84	86	79
Michigan	124	69	23	18	3	2	14	4	257	267	238
Mid-Eastern	153	21	48	7	8	2	7	3	249	249	236
Delaware	( 25)	( 4)	( 1)	( 1)					( 31)		
D.C.	( 7)	( 1)		( 1)	( 1)				( 10)		
Maryland	(119)	( 16)	( 43)	( 5)	( 4)	( 2)	( 4)	( 2)	(195)		
Other	( 2)		( 4)		( 3)		( 3)	( 1)	( 13)		
Minnesota	82	143	33	6	4	2		1	271	275	246
Mississippi	19	1	6	1			1		28	28	23
Missouri	48	47	14	3	2	1		1	116	116	130
Montana	35	1	2	3			1		42	42	36
Nebraska	15	1	4		1		1		22	24	24
New Mexico	24	73		2		3			102	117	118
No Carolina	129	60	11	2	1	2	1	2	208	210	202
North Dakota	23	24	4	3	4	1			59	60	62
Northwest (WA)	116	56	32	12	2	13	1	1	233	230	214
Ohio	110	30	21	9		2	7		179	173	159
Oklahoma	55	30	9	10	2				106	104	66
Oregon	86	12	10	5	1		1		115	114	91
Pacific (HI)	14	1	5						20	20	18
Pennsylvania	127	53	38	5	3		2	1	229	229	213
So Carolina	58	20	10	4					92	94	87
Tennessee	54	19	14	6	1				94	83	64
Texas	190	44	50	9	5	1	3	2	304	307	282
Utah	36	18	3	4	1			1	63	63	71
Virginia	118	41	35	5	4	3	1	1	208	209	200
West Virginia	19	2	3						24	22	24
Wisconsin	69	38	18	1	2		5		133	129	121
Wyoming	16	9	1						26	26	37
At Large	9	36	5		3				53	52	29
Puerto Rico											
Nevada	( 5)	( 32)	( 1)						( 38)		
So Dakota	( 4)	( 4)	( 1)						( 9)		
Virgin Is.											
Australia											
Belgium			( 1)						( 1)		
Brazil					( 1)				( 1)		
China					( 1)				( 1)		
England			( 1)						( 1)		
Japan					( 1)				( 1)		
New Zealand											
Singapore			( 1)						( 1)		
Spain											
Sustaining									20	20	20

Totals 3821 1854 903 238 106 56 95 50 7143 7089 6557

+586

UPDATE OF BOB TALL'S WHITE PAPER OF March 9, 1989

In the seven months - October, 1988 through April, 1989 the APCO membership experienced a net gain of 133 members. See Chart A attached showing details.

Twenty four (24) chapters have gained members; two (2) chapters and the Sustaining membership have stayed even; sixteen (16) chapters have lost members; and the At Large category grew by twelve (12) members.

The gainers were Florida with a growth of 71 members; Atlantic(52); Canada (34); CPRA (23); Oregon and Tennessee (18); Arizona, Oklahoma and Texas (17); Georgia (15); Kentucky (12); Northwest(10); Wisconsin (8); Arkansas (6); Idaho, Iowa, North Carolina and Ohio (5); Michigan, Montana and West Virginia (4); Northern California (2); and Mississippi and Indiana (1).

Chapters staying the same were Pennsylvania and South Carolina.

Chapters losing members were Kansas (78); Alaska (35); New Mexico (18); Illinois (16); Utah (14); Colorado and Missouri (13); Wyoming (11); Minnesota (8); Louisiana and Virginia (6); Alabama, Mid-Eastern and Nebraska (4); North Dakota (2); and Pacific (1).

It was felt that Illinois, Michigan, Minnesota and Pennsylvania could be expected to come back. However, at the end of April, Illinois and Minnesota were still in a minus situation. Colorado, Missouri, New Mexico, Utah and Wyoming are chapters to still be concerned about. Indiana and Iowa have shown an increase to put them on the plus side.

The Florida, Indiana, Northwest and Oregon chapters headed by women are showing a decided increase in members. It does not seem that chapters headed by men or women is a major factor in the success and increase or decrease and decline of a chapter.

The mix of classes has always been vital to chapter success. Indications are that this factor still is important. Alaska has just ten (10) Active and eight (8) Telecommunicators. Idaho has only eight (8) Telecommunicators; Louisiana has only five (5) Telecommunicators; Montana, Nebraska, and Pacific have only one (1) Telecommunicator. West Virginia has only two (2) Telecommunicators. Kentucky has only five (5) Commercial members; Iowa and Nebraska have only four (4) Commercial members; Montana has only two (2) Commercial members; Wyoming has only one (1) Commercial member; and New Mexico has no Commercial members. Idaho has only four (4) Engineer/Technicians; Arkansas, and Georgia have only three (3) Engineer/Technicians;

## UPDATE OF WHITE PAPER

Alabama, Kansas, New Mexico and North Carolina have only two (2) Engineer/Technicians. Kentucky, Mississippi and Wisconsin have only one (1) Engineer/Technician. Alaska, Nebraska, Pacific, West Virginia and Wyoming have no Engineer/Technicians.

It needs to be noted that the Alaska Chapter has just ten (10) Active members.

The Idaho chapter has no officers except Lionel Koon as Acting President and I have received no updates as far as any meeting being held in Idaho in the past twelve months. At the present time Mr Koon is not member of APCO. Idaho has thirty-nine (39) members with twenty-one (21) Active members. There should be enough persons from those twenty-one (21) members to elect a slate of officers.

# Associated Public-Safety Communications Officers, Inc.

It's a privilege to belong to APCO

## MEMBERSHIP

COMPARISONS      October 1, 1988 to May 1, 1989

			+	-
Alabama	83	79		4
Alaskas	53	18		35
Arizona	148	165	17	
Arkansas	74	80	6	
Atlantic	619	671	52	
Northern California (NF)	371	373	2	
Southern California (CP)	408	431	23	
Canada	123	157	34	
Colorado	267	254		13
Florida	379	450	71	
Georgia	221	236	15	
Idaho	34	39	5	
Illinois	359	343		16
Indiana	111	112	1	
Iowa	130	135	5	
Kansas	268	190		78
Kentucky	61	73	12	
Louisiana	90	84		6
Michigan	253	257	4	
Mid-Eastern (MB)	253	249		4
Minnesota	279	271		8
Mississippi	27	28	1	
Missouri	129	116		13
Montana	38	42	4	
Nebraska	26	22		4
New Mexico	120	102		18
North Carolina	203	208	5	
North Dakota	61	59		2
Northwest(State of Wash.)	223	233	10	
Ohio	174	179	5	
Oklahoma	89	106	17	
Oregon	97	115	18	
Pacific(Hawaii)	21	20		1
Pennsylvania	229	229	--	--
South Carolina	92	92	--	--
Tennessee	76	94	18	
Texas	287	304	17	
Utah	77	63		14
Virginia	214	208		6
West Virginia	20	24	4	
Wisconsin	125	133	8	
Wyoming	37	26		11
At Large	41	53	12	
Sustaining	20	20	--	--
	7,010	7,143	+366	-233

Net Increase

+133

## ANALYSIS/RECOMMENDATIONS OF MEMBERSHIP CAMPAIGN

There were some good ideas that just didn't all get off the ground. The contest did need more back-up from the Membership & Activities Committee/Regional representatives. However, Jack Keating being sick and his extra duties at work slowed this down.

The information about the contest was not published in every issue of the BULLETIN. However, after the first "set of rules" I think the notice should have been redone to be simpler and more eye-catching. The June issue of the BULLETIN will have a streamlined version.

Perhaps the length of time should have been shorter so that we gave awards at the Regional Conferences starting in March of 1989.

The room and conference registration for Boston is good but it seems so long from September 1988 to August 1989 before any awards were to be given that people "kinda" forgot.

I wonder if we could give more than, just registration for next years conference, we might get some additional interest. What about paying a membership? What about nice brief cases or notebooks (from our office suppliers) and a second or third place prize? Members do not need to be present to win, just paid-up members. Thus, a Telecommunicator who can not attend this year because of finances - if they win the registration fee - might be able to attend a conference next year.

We do need some better publicity - within Association publications, within some chapters, etc. I talked to someone early in May and said, "make sure your name is on the application so you will be entered in contest - they said - what contest?" I know not everyone can come to the meetings but you would hope they read the newsletters/minutes that are sent to them from the chapter. Maybe an individual letter (7,000 x .25 = \$1,750)(not to Life, Retired, Chapter Honorary, Sustaining) (Post card = \$1,050)?

HOW TO MAKE APCO MORE ATTRACTIVE TO PROSPECTIVE NEW MEMBERS:  
HOW TO HOLD ON TO EXISTING MEMBERS

Obtain, purchasing if necessary, lists of Sheriffs, Chiefs of Police, Fire and EMS center directors, and public safety equipment manufacturers. Many people, counties, cities and companies still do not know about APCO.

Review ways that chapters can attend meetings of other groups that are held within their area. Association would help with providing Membership Kits and/or What is APCO? (needs to be rewritten), Meeting Schedules, Frequency information, applications and some BULLETINS. The Membership Department needs to know as soon as possible when they will be needed and will try very hard to work with the chapters.

Team two chapters together. An active chapter with a weaker chapter. The one chapter would give the other help with chapter organization, membership recruitment, speakers, ideas and training for their meetings.

If the chapter only meets two times a year, perhaps they should consider having more meetings, but make sure the meetings are worth the members time. If more meetings are not feasible, consider having a newsletter with current information being distributed to the chapter members. Have a training session for the chapter officers. Have training sessions for the chapter officers at all of the Regional Conferences and the Annual Conference. Suggest that the officers use the Chapter Officers Manual as a guide and ask others or the Association Membership Department for help with questions. There is help for meeting planning and various forms in the Manual that can help make the officers life easier. Have orientation sessions at the meetings: include the history of APCO and its importance in public safety. Make the members want to continue to be a member - even if their agency or company doesn't pay their dues!

Work to identify "first timers" at Chapter meetings, Regional and Annual Conferences.

I feel it is necessary to have someone from the Membership Dept. at all Regional and Annual Conferences to be at the booth and to conduct Officer Workshops. Perhaps it would be good to ask an APCO member(s) to help man the booth at the Conferences to answer questions of a more technical or detailed nature, and "why they are an APCO member". There are always new officers that need help in understanding forms, reports, etc.

Chapters should be sending reminder/question letter to Drops by their Membership Chairman, Secretary or President. Several chapters that do this find out why members are leaving or help to get them to return.

How to Make APCO more attractive to prospective new members:  
How to hold on to existing members

I am not sure that attendance at chapter meetings last year was worth the cost. Meetings during the week especially did not allow for over Saturday night airline rates. If possible, to have a Friday or Saturday meeting (mini training session/business meetings) might help. How much do the chapters receive from these visits? I believe that written comments from the chapters visited in 1988 (Kansas, South Carolina, Kentucky) might be a good idea.

Membership Kit requests are still running high. The figures shown below do not include the number of kits that are prepared for Conferences or Chapter meetings.

January, 1986 through December, 1986

68 persons joined of 241 kits sent = 28%

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January, 1987 through December, 1987

131 persons joined of 427 kits sent = 31%

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January 1988 through December, 1988

289 persons joined of 1103 kits sent = 26%

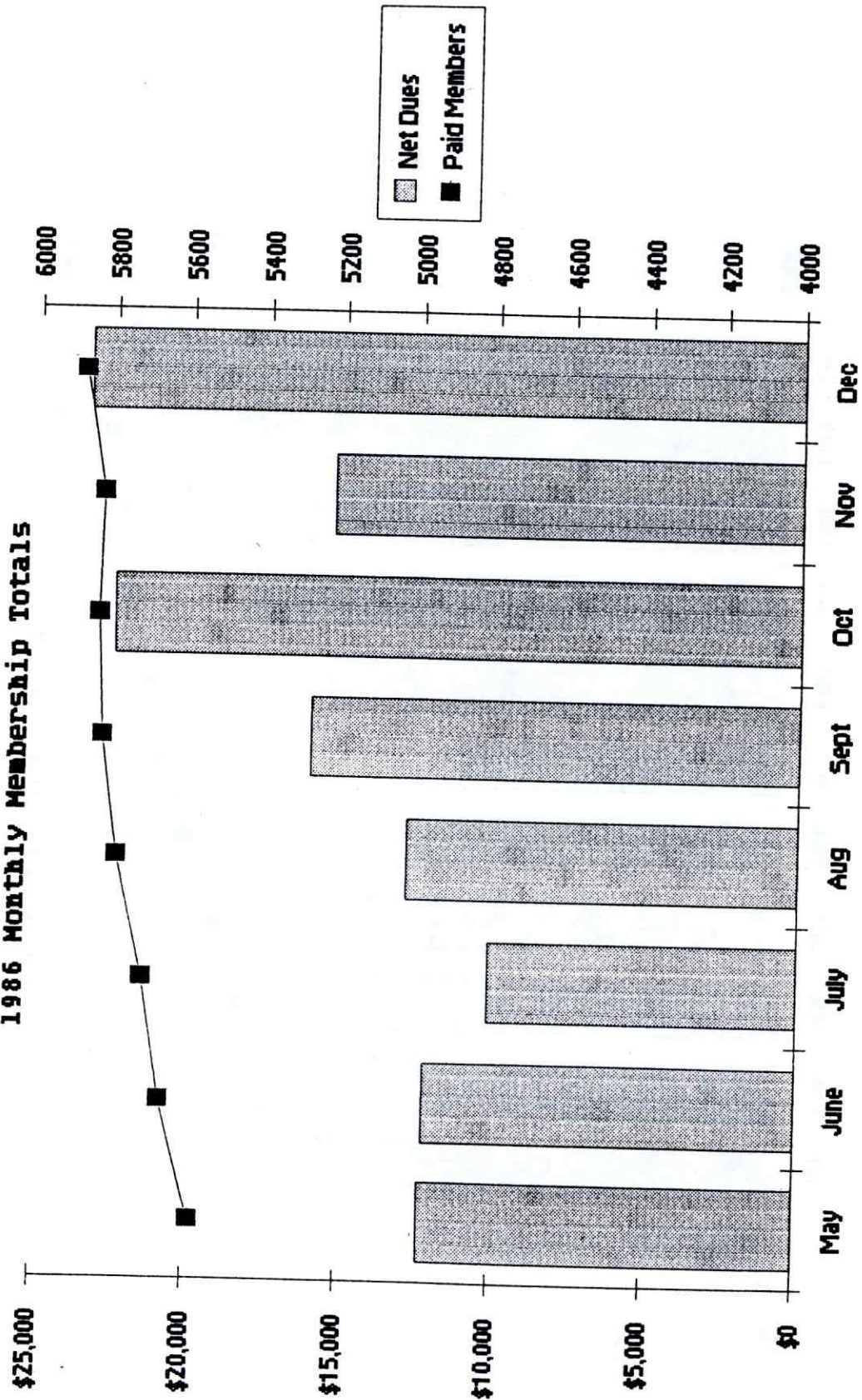
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January, 1989 through May 1, 1989

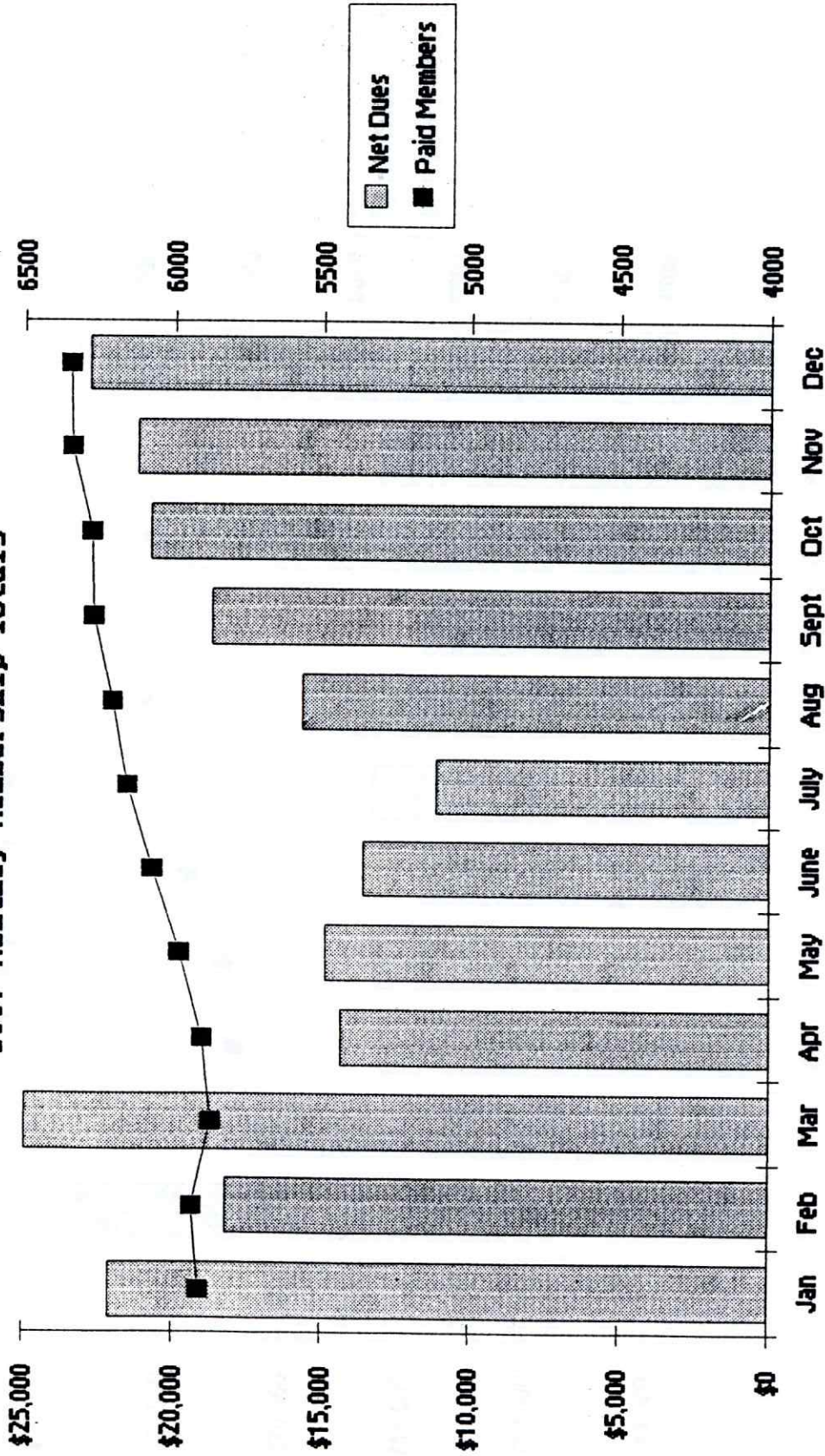
329 persons joined of 1264 kits sent = 26%

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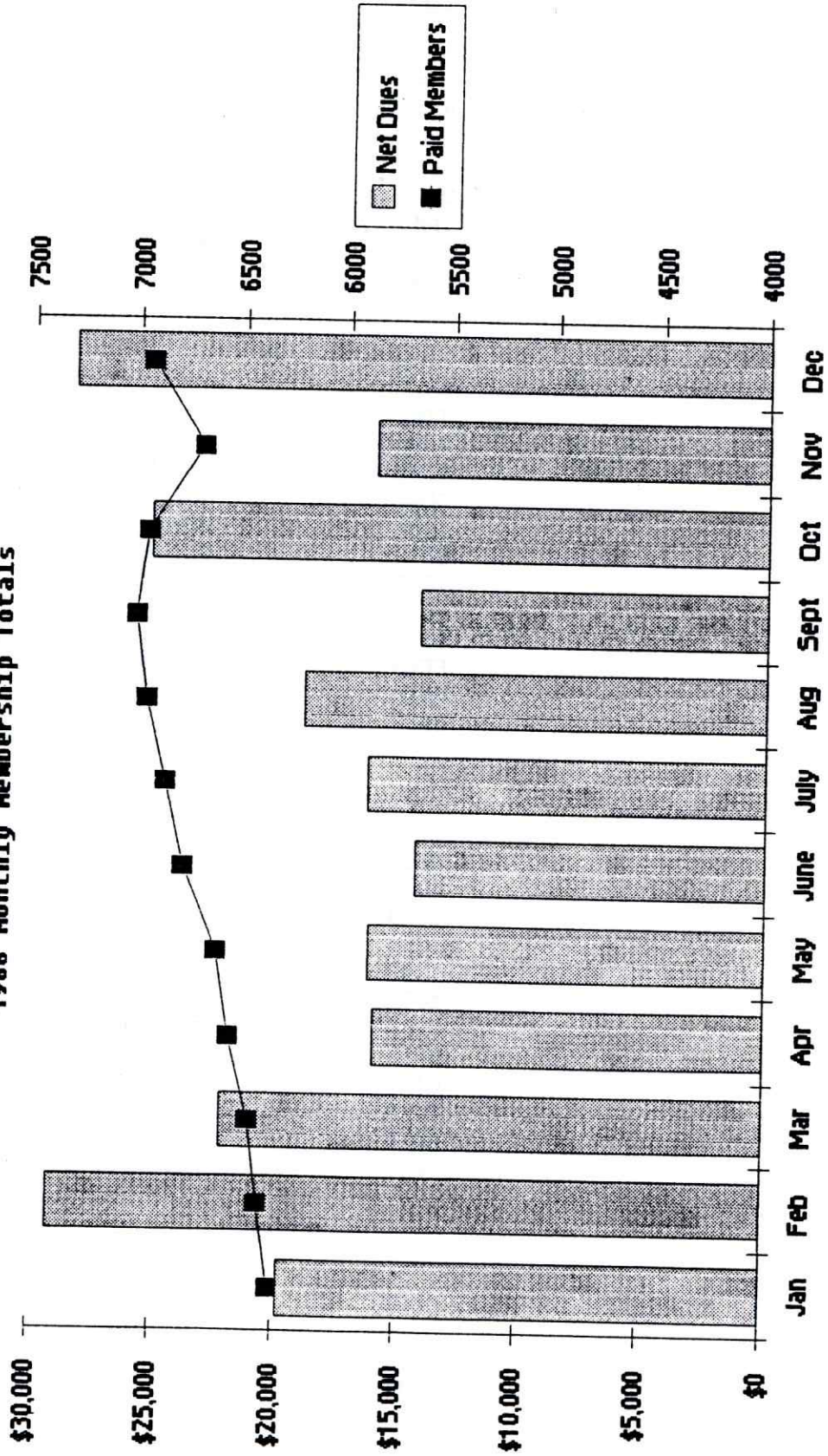
1986 Monthly Membership Totals



1987 Monthly Membership Totals



1988 Monthly Membership Totals



APCO MEMBERSHIP TOTALS

Month ending:

Member Totals

May	1986	\$12,315	5584
June		12,205	5668
July		10,130	5718
August		12,850	5788
September		16,035	5830
October		22,485	5841
November		15,305	5830
December		23,335	5883

Month ending:

January	1987	22,105	5911
February		18,235	5937
March		24,980	5874
April		14,385	5906
May		14,885	5981
June		13,620	6068
July		11,180	6151
August		15,675	6203
September		18,740	6268
October		20,770	6273
November		21,200	6340
December		22,820	6345

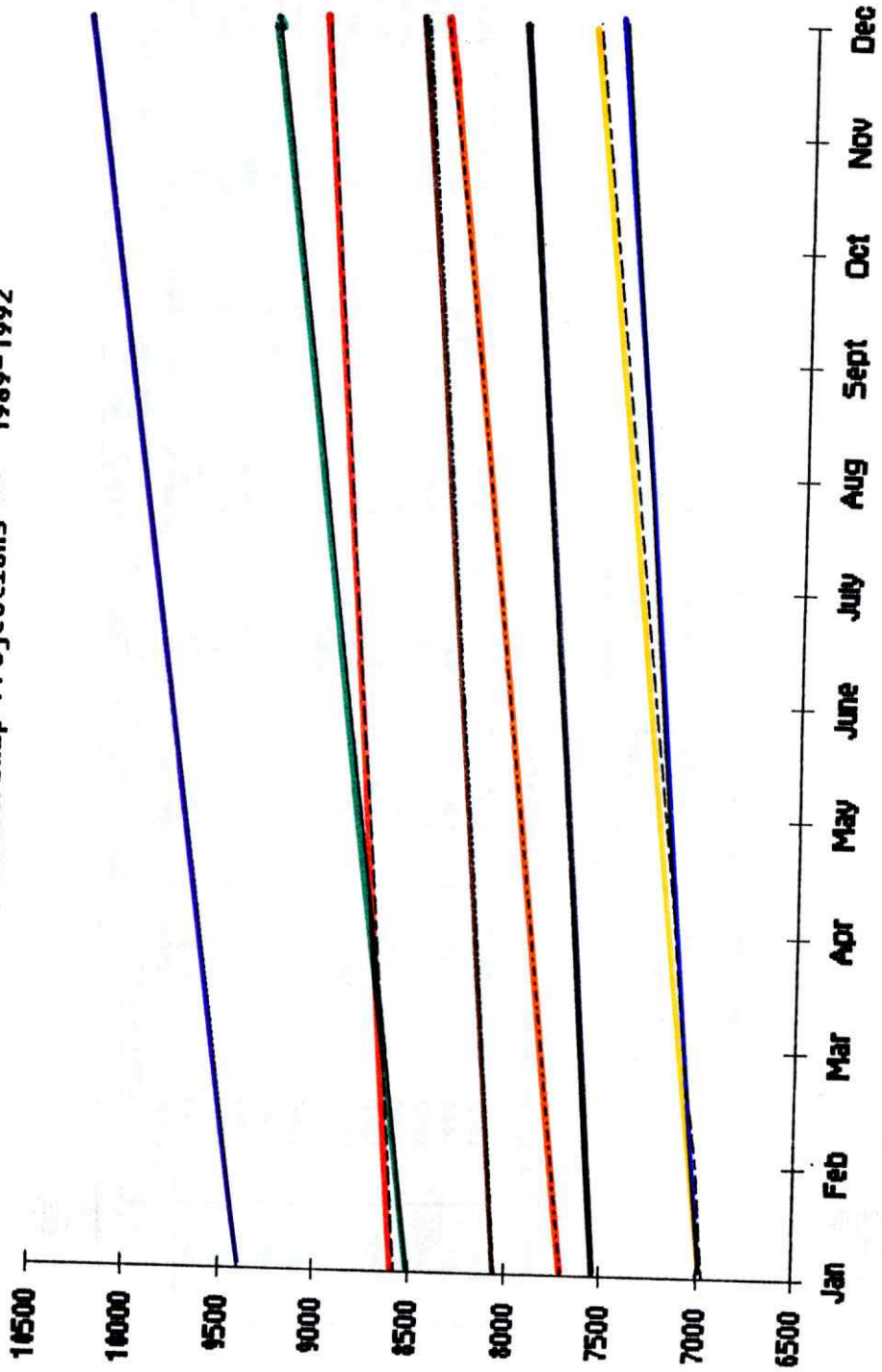
Month ending:

January	1988	19,758	6350
February		29,229	6408
March		22,220	6458
April		15,963	6557
May		16,207	6622
June		14,327	6785
July		16,265	6870
August		18,881	6960
September		14,208	7010
October		25,210	6959
November		16,042	6702
December		28,334	6945

Month ending:

January	1989	31,517	6970
February		23,196	7013
March		27,693	7089
April		18,115	7143

Membership Projections -- 1989-1992



- 1989-Projected
- - 1989-10% Growth
- 1990-Projected
- - 1990-10% Growth
- 1991-Projected
- - 1991-10% Growth
- 1992-Projected
- - 1992-10% Growth

Member Projections for Calendar Years 1989 - 1992								
	Calendar 1989		Calendar 1990		Calendar 1991		Calendar 1992	
	Projected*	10% Growth	Projected*	10% Growth	Projected*	10% Growth	Projected*	10% Growth
Jan	6970	6970	7532	7697	8052	8503	8572	9393
Feb	7013	7013	7576	7761	8098	8574	8616	9471
Mar	7089	7089	7619	7826	8139	8645	8659	9550
Apr	7143	7143	7662	7891	8182	8717	8702	9630
May	7186	7203	7706	7957	8226	8790	8746	9710
June	7230	7262	7749	8023	8269	8863	8789	9791
July	7273	7323	7792	8090	8312	8937	8832	9872
Aug	7316	7384	7835	8157	8355	9011	8875	9955
Sept	7360	7446	7879	8225	8399	9086	8919	10038
Oct	7403	7508	7922	8294	8442	9162	8962	10121
Nov	7446	7570	7965	8363	8485	9238	9005	10205
Dec	7489	7633	8009	8432	8529	9315	9049	10290

\* Based upon 86-89 Member Growth = 43.3 Members/Month

	Net Dues Projection		
	1989	1990	1991
Average*	\$256,190	\$277,351	\$300,261
10% Growth	\$260,308	\$286,339	\$314,973
			1992
			\$325,062
			\$346,470

\* Based upon Average 8.26% growth for 87-88