

Application: 9993

Pragasam, Leslie

Started at: 2/9/2024 04:20 PM - Finalized at: 2/9/2024 05:18 PM

Page: Entry Information

Submitted By

Pragasam, Leslie

Email Address

lesliepragasam@gmail.com

Chapter

NE Florida

Chapter Size

Small (50-260)

Category

Membership Engagement

Program Name

The People Issue Newsletter

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

The chapter dedicated one of its quarterly newsletters to the members & named it "The People Issue". The layout was modeled after People Magazine, and our members were highlighted throughout. We felt the effort to highlight and showcase our members, along with incorporating articles from both the national database and local members, was a creative and engaging approach.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

1. Member-Centric Focus: The decision to center the newsletter around the members and their stories, akin to People Magazine's format, added a personal touch and really resonated with our audience.
2. Showcasing Achievements: Featuring articles on members who obtained designations through CAI and highlighting how it positively impacted their careers added value to the publication. This not only recognized individual accomplishments but also promoted the benefits of being a part of the organization.
3. AI-Generated Feature Articles: Leveraging AI to turn member submissions into feature articles was innovative and efficient. This approach not only demonstrated the chapter's adaptability to new technologies but also allowed for a more streamlined content creation process.
4. High Engagement and Positive Feedback: The fact that this particular issue was the most viewed and well-loved to date indicates a strong positive response from the membership. That proved to us that our members appreciated being featured and recognized in the newsletter.
5. Promotion of CAI Designations: The discussion about CAI designations adds an educational element to the newsletter, informing members about the various opportunities and benefits associated with obtaining these designations.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

Overall, "The People Issue" successfully combined member engagement, recognition, and educational content in a visually appealing format. We feel this type of member-focused initiative not only strengthens the sense of community within our chapter but also showcases the diverse experiences and achievements of its members.

Please provide quantifiable data supporting the rationale for success. (20pts)

The feedback received from The People Issue was overwhelmingly positive. Everyone included was delighted to be highlighted in this issue & received great feedback from their higher ups. Additionally, this issue was viewed 20% more than the other issues from 2023.

How can you improve this program going forward? (20 pts)

The chapter can improve upon this initiative by highlighting different members each month on our website & also through email blast to continue engaging members & making them feel included.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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Would you like to share a link?

https://issuu.com/nefcai/docs/nefcai_2023may_community_connection_2_ (https://issuu.com/nefcai/docs/nefcai_2023may_community_connection_2_)

Thank you for your submission! We encourage you to submit another program in a different category.