

Join Together

Helen Padgett, Membership Committee chair, and Doug Johnson, Membership Committee board liaison, discuss some of the things ISTE is doing to increase membership and effectiveness.



Have you seen the acronym BHAG? It stands for Big Hairly Audacious Goal, and ISTE has one: to double its existing membership in five years. Is it possible? We don't know, but we do know we are going to give it our best efforts.

The larger the professional organization, the more beneficial it can become to its members. Larger groups offer more programming and activities. Its standards and publications gain credibility with other educational organizations. And its legislative presence is more powerful.

To reach our BHAG, the Membership Committee:

Plans Membership Growth Campaigns.

The committee helps brainstorm new ways to tap networks to encourage membership growth, including getting the word out about the Recruit-A-Member Campaign ISTE is undertaking, running from January 2007 through January 2008. Current ISTE members have the opportunity to refer educators to ISTE membership, and will be assigned varying levels of points (based on member type) for each referee who joins. ISTE will hold quarterly raffles, along with awarding prizes for the top recruiter each quarter. At the end of the campaign,

eligible participants (those who have accrued a certain number of points) will be entered into a drawing for an all-expense paid trip to NECC. There is still an opportunity for ISTE 100 companies to sponsor both the grand and quarterly prizes and raffles.

Provides ISTE's New Webinar Series.

The committee helps inform ISTE members and others about this series of new professional development opportunities produced by ISTE's Mem-

bership team. Among this year's series of seven webinars are Walter McKenzie's "Multiple Intelligences: The iQuest, Beyond the Connected Classroom" and Kecia Ray and Jan Zanetis' "Maximizing Interactive Video Communications: Methods for Motivating Teachers and Captivating Learners."

Conducts NECC 2007 Membership Events. ISTE will hold its member orientation, first introduced last year, and a member networking event, new this year, during the Opening Reception at NECC. These events are designed to welcome and inform all ISTE members about the features and benefits of membership, and provide opportunities for members from around the globe to connect with one another.

Reviews Membership Categories, Benefits, and Associated Fees. The committee is reviewing ISTE's various categories of membership, benefits, and fees. New categories being considered include "New Educator," "Institutional," a revised "Student" category, and how best to deliver member benefits online.

As members of the Membership Committee, we need every ISTE member's help. Please tell other educators about the good things ISTE does for you and encourage them to join! ■



ISTE has recently established a presence on MySpace (http://www.myspace.com/iste_org) and Second Life (<http://slurl.com/secondlife/eduisland/37/195/22/>).

