



REACH

REACH - CHICAGO • ORG

MONTHLY
REACH-OUT
FEBRUARY, 2019



REACH NEEDS YOUR HELP! WE NEED VOLUNTEERS TO ASSIST IN THE GROWTH OF OUR ORGANIZATION! CURRENT MEMBERS PLEASE JOIN A COMMITTEE

Greetings REACH members:

As you know we are celebrating 30 years of academic service in the Chicagoland area. In those 30 years many scholarships were funded for students in our area. In addition to that REACH has provided members with various professional development opportunities, as well as an overall inclusive environment for professionals in enrollment management. As you know the landscape for our industry is changing, and as a result, **we have to find ways to stay current and relevant as an organization.**

During my tenure as your president, my focus areas include: increasing scholarship dollars through membership and fundraising, growing membership through brand awareness and the inclusion of new schools -with vocational and technical concentrations, creating networking and professional development opportunities, and growing community awareness and partnership. I cannot do this alone. We need your help!

In an effort to rebrand, and stay current, **we have launched a completely new website.** The website brings convenience to not only the scholarship applicants' process, but also the ability to stay connected for all members. As the web site is new, there are still a few kinks that we are working through. This is where we need your patience. this is a huge endeavor, that will benefit our organization in the long run.

I have presented to the board for vote the possibility of extending membership to vocational and technical colleges in the Chicagoland area. Several schools have expressed interest, and we await board approval.

I have also sent out letters to all of the schools who opted not to renew their membership for this year, many schools simply do not have it in their budget. It is our desire to demonstrate a need for the membership, and show benefit. One of the ways that we can do this is by offering additional professional development opportunities; in September we had the honor of a guest speaker who discussed brand equity with us. I seek to present to our members additional speakers that offer insight into what we do day to day. With the assistance of our membership chair and fundraising chair, we have incorporated a monthly mixer. This is an opportunity to not only interact and share best practices with colleagues, but also meet new ones in a relaxed environment. These mixers not only offer the interaction and networking, but also serve as a fundraiser towards scholarship. Every dollar counts.

We need your help members! There's work to be done.

Warmest Regards,

Cyndee Newman-REACH President

- THE SCHOLARSHIP APPLICATION IS AVAILABLE ONLINE! Please share the attached scholarship information flyer with your school!
- SAVE THE DATE! Our next mixer will be March 1 2019, Details to follow! (This is a fundraising event with proceeds to the Scholarship Fund)
- March MEMBERSHIP MEETING- March 8, 2019 at National Louis University. Details to follow
- The PDDSL will be held on June 13, 2019 at College of DuPage. Are you willing to help? Contact our chair!
- JOB BOARD is now active on our website

VOLUNTEER TODAY!

WE NEED YOUR HELP, CURRENT OPENINGS:

- CHAIR FOR MEMBERSHIP
- TREASURER
- CHAIR FOR PDDSL
- CHAIR FOR SCHOLARSHIP

DID YOU MISS OUR HOLIDAY MEETING THIS
YEAR? HERE'S WHAT YOU MISSED



Hello,

As the membership chair, my role is to create, implement, monitor, document and manage membership. I also develop plans and materials for REACh to recruit and retain members, and encourage former members to rejoin. I make sure that yearly dues are collected on time and that all members contact information is updated so that they all receive correspondence in a timely manner.

Currently, we are working on a call campaign to bring back past member schools, and onboard new ones. We have already sent out many emails, and are in the process of follow up to generate interest.

I am currently looking for a co-chair. If anyone is interested, please REACh out to me at membership@reach-chicago.org.

Best,

Andrea Easley, MSOL, Membership Chair

Hello Members,

As the Vice President, my role is to be the primary communications contact for the organization. In addition to helping the President in her duties, I am responsible for fielding all incoming inquiries and resolving or referring them to the appropriate contact. I also oversee all of the REACh Committees and we need volunteers!

Currently, I am working with the President and the Chairwoman of the Board with the call campaign to bring new members as well as previous members back. Please reach out to us if you would like to help.

Please feel free to reach out to me anytime at VicePresident@reach-chicago.org if you would like to volunteer or have questions or concerns.

Best,

Stephanie Schaefer, M.M., Vice President

Do you have information you want to share with our membership? Please submit for next month's REACh-OUT to president@reach-chicago.org