

**Ideas for Revitalizing Your Technology Club**  
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**Chair, APCUG Board of Advisors**  
**August 19, 2019 Virtual Technology Conference**



**Revitalizing Your Technology Club**

Is your group suffering from?

- Officer / leader burnout
- One, two, or three officers are in charge of everything
- They have done everything for years
- Lack of volunteers
- Reduced membership
- Same person / people always give presentations
- Presentations don't meet members' needs
- Newsletter editor retired – no one wants to learn a desktop publishing program
- Webmaster moved away – no one knows how the website works

**APCUG's Surveys & Brainstorming Sessions**

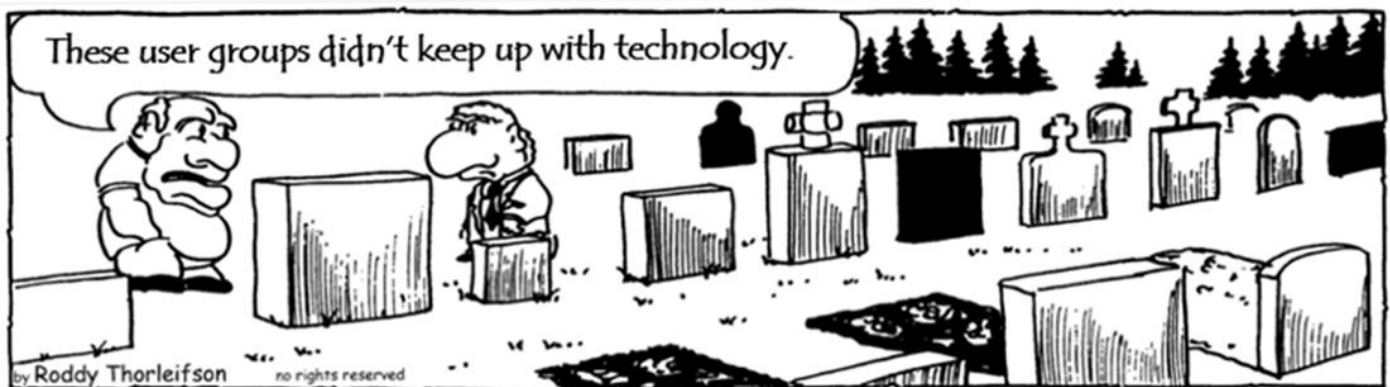
- Hot topics in 2007 / 2011 / 2012 / 2014 / 2016
- Lack of volunteers
- Officer burn-out
- Programs
- Recruiting new members
- Retaining membership

# Demographics

## Boomers & Zoomers aka seniors

- Seems to be the demographic for most of APCUG's member groups
- Seniors are the fastest-growing group in the population
- More time to pursue interests
- More likely to be online
- Many seniors still need help with their computers, tablets, smartphones, etc.
- Want to learn how to use technology
- Afraid of it
- Too complicated
- Afraid they will ruin it
- Too old to learn something new
- Embarrassed to make mistakes
- Latest Technology
- Aren't our meetings about educating people?

You don't want this to happen to your group!



## **Finding Presentations**

- Get to know the groups in your area
- Share presenters
- Coordinate a 'vendor' tour (BobG, Avast Evangelist tours Arizona, Florida, and SoCal every year).
- He also toured Ohio and three groups in Pennsylvania
- Finding Presentations

**Community** – it's like a sales call to (#) of people at your meeting – all at one time

- AAA – ID Theft Monitoring
- Ambulance service – what to expect when one is called
- Astronomy club
- Car dealer
- Chiropractor (ergonomics)
- Finding Presentations
- City Disaster Preparedness office or Red Cross
- September is national disaster preparedness month
- City webmaster / traffic control
- Costco – state-of-the-art hearing aids
- District Attorney's Office
- FBI
- Finding Presentations
- Fraud Bingo reinforces in a fun way what we are always telling our members (get from Judy – 47 cards)
- Jeopardy
- Local charities on how they use technology
- Local radio / TV station webmaster / weatherman / tech columnist
- MD – digital records, IoT medical devices....

- Microsoft store
- On-site meetings / presentations – store staff also give presentations to groups
- Online banking
- Pharmacist – medicine management by computer, phone, tablet
- United States Post Office
- Read other User Group Newsletters
  - Find a presentation you like?
  - Ask if they will share
- Did they have a presentation via a webinar?
  - Ask for contact info
- Ask person to give your group a presentation

## **Most Difficult Job**

### Program Chair

- One person schedules 12 monthly meeting presentations or more
- OR four-person Program Committee
  - Each person responsible for scheduling three meetings / year

Suggested rotation of meetings to ensure members don't burn out giving presentations and/or members don't get tired of the same person giving the presentations

- Community / sponsor presentation
- Virtual Technology Conference YouTube video
  - See APCUG's website for PDF presentation and/or handouts to give to members
- Member presentation on a specific topic
  - Some groups have a presentation for new users
  - Another for more knowledgeable users
  - Q&A panel – Ask the Gurus – Stump the Experts
- Speakers Bureau live webinar
- When the presenter doesn't show - APCUG's VTC YouTube presentations

## Speakers Bureau Presentation

- Complete the form to request a Speakers Bureau presentation
- Given via Zoom, Skype....
- Francis Chao – see his presentation list at:
  - <http://aztcs.org/fc.pdf>
- Bill James – Windows 10, Home Automation, Android tablets and phones
- John Kennedy – Free software, anything Linux, TeamViewer, Using ZOOM to stream presentations to members who are traveling, don't drive anymore.....
  - Use it for board meetings
- Jere Minich – iDevices, Cloud, Windows 10, Save Paper and Ink, PC Tune-up
- Hewie Poplock – ID Theft, Searching with Google, Learning Resources for Seniors, Evernote, Windows 10 Tips, Chromebooks are for Seniors
- Judy Taylour – Utilities, Cloud, Optimize Your PC, Security, Troubleshooting Your Computer, 12 Simple Things, APCUG and Your \$50
- David Williams – Cloud, Utilities, Social Media
- Gene Barlow - Acronis, Moving to an SSD, Macro Photography
- Bob Gostischa - Avast Evangelist, Security (new every year)
- Leo Notenboom – see his website for presentation topics from his articles
- Rod Scher (former Smart Computing editor) – Dark Side of Technology and other topics
- Abby Stokes – Social Media, Ergonomics, Netiquette

### Once a year

- Table Top demos (members bring their devices for small group learning) or
- Circle of Learning (members rotate through tables, learning about various topics as they go around the room) (Sarasota TUG)
- PC Tune-up / Computer Clinic
  - Free to members or \$20 (Channel Islands PCUG charges \$20)
  - Guest joins \$20 goes towards membership = Clinic no charge
  - Member brings a guest who joins (member Clinic is no charge)
- Disclaimer (Cajun Clickers)
  - We do not accept liability for any system brought to the PC Tune-up

- Tour your website
  - How many members have really looked at it
- PUSH articles
- Tech columns have almost everything you need to put a presentation together
  - = Screen Shots
    - Ask Leo!\*
    - How-To Geek\*
    - TechBoomers tutorials\*
    - AskBobRankin\* (added by attendee)
    - AskDavetaylor (added by attendee)

\*APCUG has permission to use these blog/tutorial articles, etc. in newsletters – give credit if you use something from the websites for a presentation.

## **Your Website**

- Have you looked at it lately?
- Do you still have a 3-1/2" diskette in your logo or masthead?
- How about a 5-1/4" or a CRT monitor?
- Look at your website from the eyes of a visitor
- If you are new to the area, would you be interested in attending a meeting?
- Does it contain information on the Home Page about what your group is all about?
- Does it include pictures so they know what you do at your meetings?
- Do you have up-to-date meeting information on your website?
  - Is it within one-click of your Home page?
- Can someone new easily find your meeting location?
  - Address & zip code?
- Do you have written directions?
- A link to your location on Google maps?
- Do you have up-to-date information for officers or least an info@ address?
  - Does someone answer those e-mails?

- Do you have a contact form?
  - Does someone answer those e-mails?
- Don't want to put officer e-mail addresses on your website because of spam?
  - Many groups have their addresses as a graphic
  - Other groups use name or officer title (at) blah..
- Do you have a phone number?
  - Yes, people still like to pick up the phone and talk with someone
- Get a Google voice number – it's free
- Do you have a mailing address on your website?
- Do you have....
  - Recaps of past meetings w/pics
  - Links to other groups in your area
  - Resources / Self-help support
  - Tips & Tricks
  - ???????

## Updated Websites

- Many groups have updated websites
- Most popular program – WordPress
- Take a look!
- Get Ideas
- Use the UGLS to find groups
  - [ugls.apcug.org](http://ugls.apcug.org) / Find a Group
  - All States
  - Search
- Check out your group's information to make sure it's accurate – it's what people looking for a user group in their area find on the UGLS.

[Home](#) ▶ [Find a Group](#) [Admin](#) ▶ [Groups](#) ▶ [Members](#) ▶ [About](#) ▶

**User Group List**

Country:  ▼

State:  ▼

Group Name:  ✗

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Acronym	User Group Name	Email Address	Meeting City	State	Zip Code
ACPCUG	Akron Canton PC Users Group	mr.rags@hotmail.com	Green	OH	44685
APCO	Alamo PC Organization	dsteward@texas.net	San Antonio	TX	78244
ACGNJ	Amateur Computer Group of New Jersey	president@acgnj.org	Scotch Plains	NJ	07076-0135
BCTC	Bellaggio Computer and Technology Club	ourbctc@gmail.com	Lake Worth	FL	33467
BBCC	Big Bear Computer Club	rosemary@bigbearcc.org	Big Bear Lake	CA	92315
BRCS	Boca Raton Computer Society, Inc.	president@brcs.org	Boca Raton	FL	33431
BGAMUG	Bowling Green Area Microcomputer UG, Inc.	john@johnawalker.us	Bowling Green	KY	42101
BRISBUG	Brisbug PC User Group Inc.	editor@brisbug.asn.au	Windsor Brisbane		4030
BVCC	Bristol Village Computer Club	bvclub@bvres.org	Waverly	OH	45690
BCUG	Brookdale Computer Users Group	webmaster@bcug.com	Lincroft	NJ	07738

Home ▶ Find a Group Admin ▶ Groups ▶ Members ▶ About ▶

User Group ID: BBCC

Group Name: Big Bear Computer Club

Meet On: The Second Tuesday Monthly

Meeting Time: 1:30 PM

Email: [rosemary@bigbearcc.org](mailto:rosemary@bigbearcc.org) [Send Email](#)

Website: <http://www.bigbearcc.org> [Visit Website](#)

Memberships: 53

### User Group Details

#### Meeting Address

Location Name: Big Bear Senior Center

Address: 42651 Big Bear Blvd  
Big Bear Lake, CA 92315

Country: USA

Max Occupancy: 60

N34.2296046

W116.8556955

Google Map: [Click to see map](#)

## Newsletters

- Don't have one
  - Editor left / doesn't want to do it any more
  - No one wants to learn a desktop publishing program
  - Use Word, Writer, Google Docs, etc.
  - Many readers of online newsletters prefer a one-column format rather than having to scroll up and down a page to read the article or
  - Going to Page 8 to finish reading an article
- Use APCUG's PUSH articles for content
- Take a look at other groups' newsletters
- Get ideas....

## Social Media

- Does your group have a presence via social media?
  - Facebook / Twitter / Instagram / Meetup



- Do you keep your page(s) up-to-date?
  - If not, you are showing the world that social media isn't important to your group
  - Why bother
- Yes, it takes a volunteer, or two, to keep the accounts up-to-date
- Just posting a short blurb about a meeting, SIG, etc. is all it takes
- Schedule your posts ahead of time so they are uploaded automatically on selected date(s)
- Meeting Announcement
  - Include a picture of the presenter & a link to the presenter's website (suggested by BobG)
- Post info about
  - Meetings
  - SIGS
  - Social events
  - New board officers (even if they are the same people)
  - Newsletter is online
- Ask members to post a comment about how much they enjoyed the meeting, the presentation was interesting, informative, etc. etc.
  - Got my problem answered during the Q&A
  - Got some good security tips at the meeting
  - Had a great time at last night's (whatever) social get together
  - The food was good and the conversation covered (whatever)
  - This gives positive reinforcement about the meetings and activities
- Possible additions to your Facebook page
  - Tech tips for digital devices
  - Stay Safe Online (NCSAM) = good info for everyone
  - How-To Geek page (lots of interesting tech info) – several UGs do this
  - Jim Evans' GeekClean = tips
  - APCUG's page
- Once they are set up you are getting tech info to your subscribers in addition to your club info

## **What's in a Name**

- APCUG used to have Annual PC User Group Conferences
  - APCUG/CAMUG 2012 Regional Computer Conference
  - APCUG Ohio Tech Conference 2013
  - APCUG International Computer & Digital Technology Conference – 2015
  - APCUG International Technology Conference – 2016
- Over its 23 years, the SW conference was:
  - Southwest Regional User Group Conference
  - Southwest User Group Conference
  - Southwest Computer Conference
  - Southwest Technology & Computer Conference
- When name was changed to SW Computer Conference
  - Tagline added – Enhance Your Life with Technology

## **Add a Tagline**

- APCUG added a tagline
  - An International Association of Technology & Computer User Groups
- Danbury Area Computer Society
  - “From mobile to desktop, we inform, enlighten, and educate”
- CPUser Group
  - A Computer and Technology Club
- Lorain County Computer Club
  - We make understanding technology easy and fun – Come learn with us

## **Publicity**

- Brochures / Flyers (back-in-the-day)
- Delivered to...
  - Privately-owned computer stores
  - Tech repair people
  - Camera stores
  - Libraries
  - Senior Centers.....
- Los Angeles Computer Society sends their monthly meeting flyer to members who print it and take it to their local senior center, library, tech shop....
- Mini-presentation – Getting to know your club presentation, ready to give at a moment's notice

- 4-page sample newsletter
- Open house at your meeting location featuring:
  - Help Desk
  - Individual SIGS
- Tech call-in show – have members call in and ask a question
  - Mentioning they are a member of....
- Community blogs
- Community calendars
- City calendar
- Local newspapers' calendar of events
- Above 3 and other calendars – put info in once and make it a recurring event with meeting location, date, time, website address, contact info....
  - This means you need to keep your website, social media page(s), etc. up-to-date
- Community cable TV station – ask about non-profit policy for groups to be added (wherever they do meeting announcements)
- Will they let you have a live Q&A session or presentation about your group?
- Try to become the go-to group when the latest tech disaster happens (Ransomware, etc.) via letters to the editor
- PSA announcement on your website
  - Check out the Pikes Peak Computer Application Society PSA
- APCUG's VTC YouTube Publicity presentation video for more ideas

### **Publicity for Your Members**

- Pre-meeting looping presentation
  - Pictures of officers / SIG leaders w/short description of SIG
  - Current meeting info
  - Past / future meeting info
  - Some tech cartoons (How-To Geek)

## **Recruiting New Members**

We'd all like younger members in our groups but...

- Are you actively recruiting members at senior centers, adult education classes, SeniorNet classes, etc.
- Business cards for members – with meeting date & time / location / SIG info / website address / e-mail address
- Ask members to hand them out when talking with people who might be interested in attending a meeting
  - VistaPrint is always offering special pricing
- Offer incentive to members for recruiting new members
  - Extension of their membership by one month for each new member who joins
  - OR...whatever works for your group

## **New Members (and Guests)**

- Send a welcome e-mail (for joining or attending)
- Ask them to reply to make sure you have the correct e-mail address
  - CAN-SPAM Act
- Take new member's picture / welcome them in the newsletter
- Have a sign-in desk so guests can be acknowledged during the meeting
- Have a Guest form
  - Name / Address / Phone / E-mail
  - Where did he/she find out about the group
  - Interests
- Give them a copy of the 4-page mini-newsletter brochure, and an application form
- Do you have a statement on your app that photos may be taken at functions and possibly uploaded to the website, Facebook, etc.—just in case a member doesn't want any presence on the web
- Have a Guest drawing
- Have a few outgoing volunteers who will welcome guests and new members
- Sit with the new member (or guest) and point out officers, what's going to happen next, etc.
  - Break, raffle, restrooms, etc.

## Guest Meeting E-mail

- Send a separate, customized meeting announcement e-mail to guests
- Content is the same for member e-mail except for 1<sup>st</sup> paragraph

Sample - Hello from the CPUser Group, a computer and technology club.

At a previous club recruiting event or meeting you provided your name and email address to allow us to send you a reminder about upcoming meetings.

This is your monthly reminder for our upcoming CPUser Group general meeting slated for Tuesday, May 9, 2017. Doors open at 6:45 pm and the business meeting will begin at 7:00 pm. The lineup for the May meeting is listed below. Hope to see you Tuesday. In the event of inclement weather conditions please check our web site and your email for any meeting cancellation notice.

List of what's happening at the meeting

Meeting Location: Name of building, address, etc.

Please visit the Club's web site: (address)

If you are a member of Facebook, please join our page at (address)

- Include a disclaimer (CAN-SPAM Act) at the bottom of your e-mail such as:
  - *To stop receiving messages from (name of group & mailing address), please reply to this e-mail and include Unsubscribe in the Subject line. When you opt-out, please let us know why you no longer want to receive our meeting announcement messages.*
- This is the Prescott Computer Society opt-out message:
  - This amazing and wonderful newsletter has been sent to you at your request by the Prescott Computer Society. If you wish to stop receiving this outstanding publication for any unfathomable reason, you may unsubscribe or email us and inform us of this extremely sad and distressing news. You may also snail mail us with this crushing disappointment at: Address

## Member Retention

### January presentation

- Recap of monthly presentations = what they learned last year
- SIGs
- Social activities
- List of member benefits

- Whatever your club has accomplished that is a benefit of their membership
- Do you provide your members with valuable resources and experiences?
- Rambling Ron (Brown), Silvercom CTC
  - Sends e-mail every Thursday – 8/16 e-mail prior to the VTC
  - Info about VTC
  - Picture of store that sells guns as well as repairs guns and computers
  - Info about Google Home – 10 Best Android apps – Evernote
  - Couple of e-mail programs.....
- Have you done a survey to get feedback on what members like and how meetings, SIGs, etc. can improve?
- What devices / computers/ OSs, etc. they have so presentations focus on their needs / interests?
- Google Surveys very easy to use
- Do you get in touch with members who are not attending meetings?
  - Send an e-mail that they are missed and ask them why they are no longer at meetings
- Do you contact members who don't renew and ask them why they didn't renew?
- Send them a survey
  - Ask why they left
  - What they liked
  - Where your club needs improvement
  - Maybe it's something simple like needing a ride to the meeting

### **Volunteers – How Do You Get Them?**

- Don't stand in front of the group and ask
  - No one will raise their hand
- Get to know your members
  - Learn their names (do your members wear badges?)
- Make it a practice to talk with different members before the meeting and during break time
- Watch attendance (are they regular attendees?)
- What are they interested in
- What was their work background

- Have a section on your application that lets new members know about the various areas where they can help
- What's important to them
  - Is it status?
  - Do they just like to participate?
  - Do they want to stay in the background rather than in front of the group?
  - Make it positive and fun whatever their motivation is for volunteering
- Ask one-on-one for help with a project – start small
- See “Art of Persuasion” presentation

### **Volunteers – How Do Recognize Them?**

- April is National Volunteer Recognition Month
  - Special recognition at the April meeting
  - Certificate(s)
  - Cake with thank you to volunteers
- Picture, blurb in your newsletter / website
- Send pic & write-up to local newspaper after the meeting
- Extra drawing tickets
- Lunch
- Dinner

### **Social Interaction**

Does your group get together socially during the month?

- Pikes Peak Digerati geeks out on fine food and good conversation monthly
- Idaho TUG meetings – it seems they eat before or after all of their meetings (General / BOD / SIGs)
- Melbourne PCUG – WAFFLE (Wine And Fine Food Lovers Event)
- KEGS – presentation at Microsoft store
  - Dinner at Cheesecake Factory
- TUGNET has dinner together once a month
  - Passive fundraising
- ICON Technology Group – brown bag lunch presentation
- Modesto PCUG – meets at Round Table Pizza

## **Officer Burn-out**

- Co-officers (presidents, etc.)
  - Coordinate / chair a meeting every other month
- A couple of groups don't have presidents
  - VP handles everything
- Board meetings
  - Use Zoom so people don't need to go out another night for the group
  - Free Zoom app
  - 40 minutes
  - Break
  - 40 minutes
- Have food before or after in-person board meeting

## **Resources**

- Member group newsletters online
  - <https://apcug2.org/member-online-newsletters/>
- PUSH articles sent to editor or another officer upon request
  - Push (at) apcug.org
- Speakers Bureau (live webinars)
  - <https://apcug2.org/speakers-bureau/>
- Virtual Technology Conference PDF presentations
  - Click on presentation name / presentation
  - <https://apcug2.org/category/virtual-tech-conference/>
- Virtual Technology Conference presentation YouTube videos
  - [www.youtube.com/apcugvideos](http://www.youtube.com/apcugvideos)
- How to Publicize Your Group VTC video
  - [www.youtube.com/watch?v=nFvhyVA-K3g](http://www.youtube.com/watch?v=nFvhyVA-K3g)
- Program Ideas VTC video
  - [www.youtube.com/watch?v=XiDYSi8wRFk](http://www.youtube.com/watch?v=XiDYSi8wRFk)
- PSA announcement on your website – example at Pikes Peak Computer Application Society
  - <http://ppcompas.apcug.org/>
- Abby Stokes\*
  - <http://askabbystokes.com/>



- AskBobRankin\*
  - [www.askbobrankin.com](http://www.askbobrankin.com) (added by attendee)
- AskDaveTaylor
  - [www.askdavetaylor.com](http://www.askdavetaylor.com) (added by attendee)
- How-to Geek\*
  - [www.howtogeek.com/](http://www.howtogeek.com/)
- GeekClean\*
  - [www.facebook.com/GeekClean/](https://www.facebook.com/GeekClean/)
- Leo Notenboom – Ask Leo!\*
  - <https://askleo.com/>
- MakeUseOf.com\*
- Rod Scher – Geekly Weekly\*
  - <http://www.thegeeklyweekly.com/>
- TechBoomers\*
  - <https://techboomers.com/>
- Tech-Moxie (Pam Holland)\*
  - [www.tech-moxie.com](http://www.tech-moxie.com)

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