Ideas for Revitalizing Your Technology Club

Judy Taylour, SCV Computer Club
Chair, APCUG Board of Advisors

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

Revitalizing Your Technology Club

- 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

Revitalizing Your Technology Club

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

Demographics

- 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?
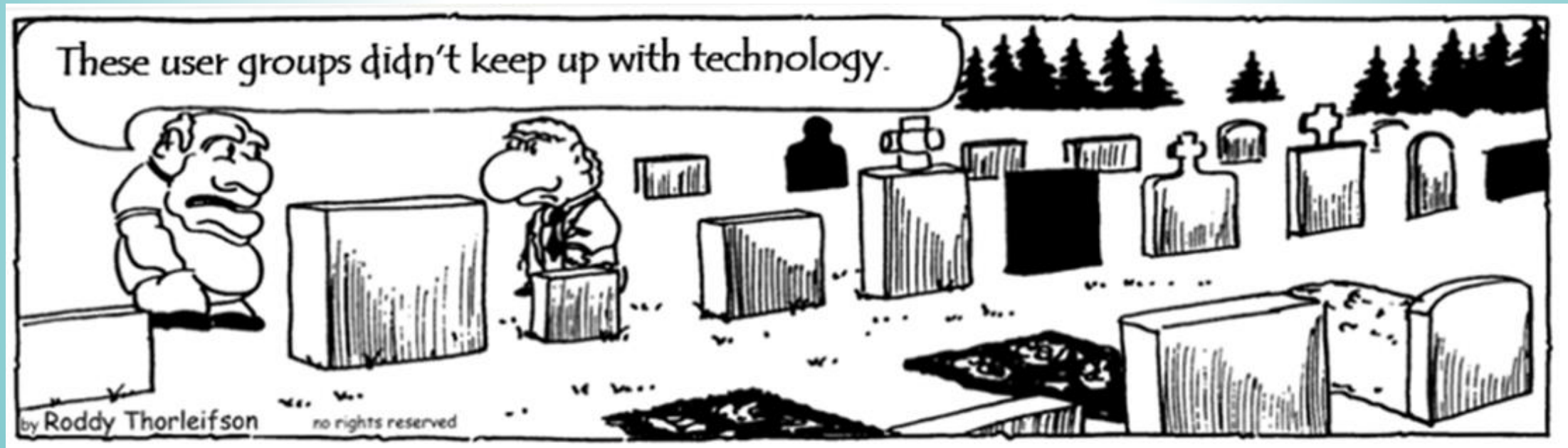
Finding Presentations

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

Community

- 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

Community

- Fraud Bingo

- Jeopardy

- Local charities on how they use technology

- Local radio / TV station webmaster / weatherman / tech columnist

- MD – digital records, IoT medical devices…

Finding Presentations

Community

- 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

Finding Presentations

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

Finding Presentations

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

1. Community / sponsor presentation

2. Virtual Technology Conference YouTube video
   - See APCUG's website for PDF presentation and/or handouts to give to members

Finding Presentations

3. 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

4. Speakers Bureau live webinar

- When the presenter doesn't show
  - APCUG's VTC YouTube presentations

Finding Presentations

- Complete the form to request a Speakers Bureau presentation

- Given via Zoom, Skype….

Speakers Bureau Topics

Android	Free Software	Linux / Open Source	Social Media
Back-up	General	Operating Systems	Software
Cloud Computing	Hardware	Preventive Maintenance	User Groups
Digital Photography	iDevices/Mac	Printers / Printing	Utilities
Email	Internet	Security	Virtual Machines
Ergonomics			

Finding Presentations

- 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

Finding Presentations

- 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

Finding Presentations

- 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

Finding Presentations

- Rod Scher (former Smart Computing editor) – Dark Side of Technology and other topics

- Abby Stokes – Social Media, Ergonomics, Netiquette

Finding Presentations

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)

Finding Presentations

Once a year

- PC Tune-up / Computer Clinic
  - Free to members or $20 ⟶ CIPCUG Clinic
  - Guest joins $20 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

Finding Presentations

Once a year

- Tour your website
  - How many members have really looked at it

Finding Presentations

- PUSH articles

- Tech columns
  - Have almost everything you need to put a presentation together = Screen Shots
  - Ask Leo!
  - How-To Geek
  - TechBoomers tutorials

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?

Your Website

- 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?

Your Website

- 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?

Your Website

- 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..

Your Website

- 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?

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

Updated Websites

- Use the UGLS to find groups

- ugls.apcug.org / Find a Group

- All States

- Search

- Check out your group's information

Updated Websites

User Group List

Country: USA

State: All States

Group Name: [ ] ✗   Search

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

Updated Websites

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 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.
  - Use APCUG's PUSH articles for content

Newsletters

- Try one-column format
  - Many readers don't like to scroll up and down page to read article or have to…
  - Go to Page 8 to finish an article
- 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

Social Media

- 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)

Social Media

- Meeting Announcement
  - Include a picture of the presenter & a link to the presenter's website
- Post info about
  - Meetings
  - SIGS
  - Social events

Social Media

- 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

Social Media

- 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

Social Media

- 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

Social Media

Danbury Tech Meetup

Home   Members   Sponsors   Photos   Discussions   More   Join us!

Danbury, CT
Founded Sep 13, 2012

Computer and   202
Tech Fans

Group reviews   10

Only the Meetup name has changed, we have always covered more than just computers, now it says so in our Meetup group name.

This group is for all computer and technology enthusiasts living in the greater Danbury CT area. Find out about upcoming meetings held by DACS, the "Danbury Area Computer Society". We offer free monthly General Meetings on a variety of topics featuring a presentation by experts in computer- and technology-related fields with ample networking opportunities before and after. Members of DACS enjoy many resources such as access to monthly computer-related workshops (special interest groups) covering topics from Apple and Arduino to Linux and Raspberry Pi, operating systems, programming languages and more. Members also receive the award-winning monthly DACS.doc newsletter. Our website has full information on upcoming meetings with driving directions to help you get there.
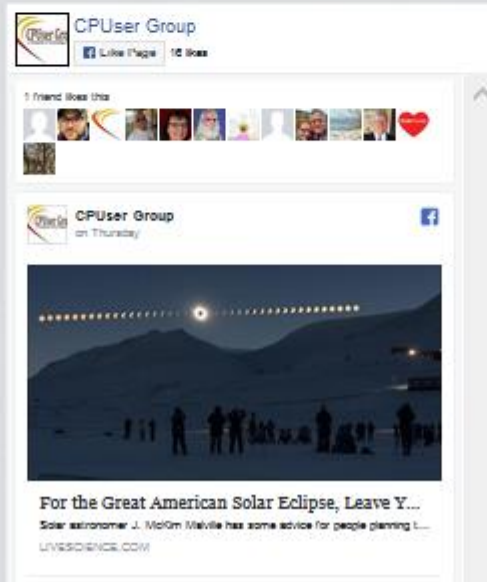
What's In a Name

- 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

What's In a Name

- 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
- Added a tagline – 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

Add a Tagline

- Lorain County Computer Club
  - We make understanding technology easy and fun
    – Come learn with us

Add a Tagline
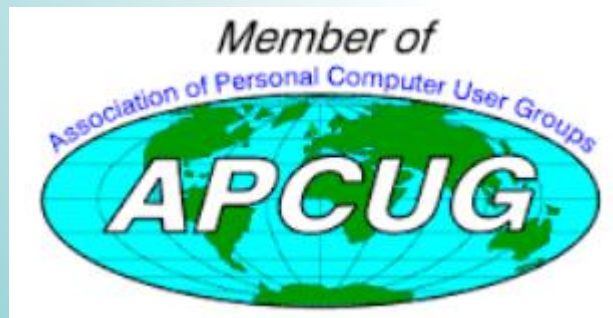
Publicity

- Brochures / Flyers

- Deliver to…
  - Privately-owned computer stores
  - Tech repair people
  - Camera stores
  - Libraries
  - Senior Centers…..

Publicity

- 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

Publicity

- 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

Publicity

- Local newspapers' calendar of events

- Add group / meeting information as a recurring event so it doesn't need to be updated each month

  - Need to keep website / Facebook / Meetup pages up-to-date

Publicity

- Community cable TV station – ask about non-profit policy for groups to be added to 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

Publicity

- 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

Recruiting New Members

- Ask them 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

New Members (and Guests)

- 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.
- Have a Guest drawing

New Members (and Guests)

- Have a few 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.

- MAKE THEM WELCOME

Guest Meeting E-mail

- Send a separate meeting announcement e-mail to guests
  - Content is the same for member e-mail except for 2nd paragraph

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.

Guest Meeting E-mail

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.

Guest Meeting E-mail

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)

Guest Meeting E-mail

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.

Guest Meeting E-mail

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

Member Retention

February

- Members brought at least 2 addresses for websites they find useful, just enjoy the site....
- People still miss Microsoft Office's drop-down menu = demo of OpenOffice
- Following up on the Gadgets part of the January meeting, we had a presentation on the Internet of Things
- Are you ready for the IoT?
- Are you already using some of the "smart" things?
- Everyone had a good laugh during this presentation

Member Retention

- Do you provide your members with valuable resources and experiences?

- Rambling Ron (Brown), Silvercom CTC

- Sends e-mail every Thursday
  - Info about VTC
  - Picture of store that sells guns as well as repairs guns and computers
  - Google Home – 10 Best Android apps – Evernote Couple of e-mail programs…..

Member Retention

- 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

Member Retention

- 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?

Member Retention

- 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

Volunteers – How Do You Get Them?

- 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

Volunteers – How Do You Get Them?

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

Volunteers – How Do You Get Them?

- Ask one-on-one for help with a project – start small

- See "Art of Persuasion" presentation (request from Judy)

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 newsletter / website

- Send pic & write-up to local newspaper after the meeting

Volunteers – How Do Recognize Them?

- 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

- Melbourne PCUG – WAFFLE (Wine And Fine Food Lovers Event)

Social Interaction

- 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 – 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

Officer Burn-out

- 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/

Resources

- 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

Resources

- How to Publicize Your Group VTC video
  - www.youtube.com/watch?v=nFvhyVA-K3g
- Program Ideas VTC video
  - www.youtube.com/watch?v=XiDYSi8wRFk
- PSA announcement on your website – example at Pikes Peak Computer Application Society
  - (http://ppcompas.apcug.org/)

Resources

- Abby Stokes*
  - http://askabbystokes.com/
- How-to Geek*
  - www.howtogeek.com/
- GeekClean*
  - www.facebook.com/GeekClean/

Resources

- Leo Notenboom – Ask Leo!*
  - https://askleo.com/

- MakeUseOf.com*

- Rod Scher – Geekly Weekly*
  - http://www.thegeeklyweekly.com/

- TechBoomers*
  - https://techboomers.com/

Resources

- Tech-Moxie (Pam Holland)*
  - www.tech-moxie.com

*APCUG has permission to use content with attribution

Questions

How to Revitalize Your Technology Group

Judy Taylour, SCV Computer Club

Chair, APCUG Board of Advisors