**Membership Development**

1. **MEMBERSHIP DEVELOPMENT**

**4.1 Fellow Upgrade Promotion – Baton Rouge Branch**

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| **1. Section, Branch** | Louisiana Section, Baton Rouge Branch |  |
| **2. Section/Branch Size** | Medium |  |
| **3. Project Contact** |  | |
| Name | Matt Salmon, P.E. | |
| Phone Number |  | |
| Email | membership@ascebr.org | |
| **4. Project Category** | Membership Development | |
| **5. Project Description** | The project involved increasing the number of Fellows in the Branch. | |
| **6. The Process**  (What you did, When and How) | Used the Branch membership database to find qualified candidates for Fellow upgrade and notified them of the potential membership upgrade. | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Branch Membership Director | |
| **8. Time Frame**  (When Started, When Completed) | 8 hours from start to mailout, 2 hours’ time per interested candidate. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | Mailout and interest by those that didn’t know they were qualified. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | Cumbersome ASCE membership database. Need an easier to use membership database from National. | |
| **11. Creativity**  (This is something off the wall that we did) |  | |
| **12. Administration**  (What was most Important?) | Embracement by the Branch board | |
| **13. Follow-Up**  (What was most important?) | Had to follow up with National a few times to make sure newly enlisted fellow members received plaque. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Recognize new Fellows at Branch luncheons. | |
| **15. Cautions**  (What you should NEVER do with this project?) | Send letters to deceased Branch members by accident. | |
| **16. The Outcome** | Many interested candidates in Fellow upgrade. 25 percent increase in total number of Branch Fellows prior to established program. | |
| **17. Ongoing Activity**  (Would you do it again?) |  | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name |  | |
| Address |  | |
| Phone Number |  | |
| Email |  | |
| **19. Additional Comments** | It is very important to recognize newly enlisted Fellows at Branch luncheons. This demonstrates respect to the Fellow and reinforces the interest of the Branch to promote Fellow status. | |