

NGS Focus on Societies – May 21, 2012
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Following are the individual sessions that I attended. I've noted key points from each that may be useful for RVGS to consider.

Using Your Genealogy Society's Email List to Nurture and Grow Your Society – Lisa Lisson

Key points:

- Ensure that it is easy for potential new members to sign up for your email list
- Consider adding "join email list" on checkout page for event registrations
- Consider offering a freebie in return for signing up (e.g., a locality guide)

Society Management – Volunteer Motivations: Getting and Keeping Your Volunteers – Judy Nimer Muhn

Anne Billeter also attended this session and summarized it nicely. Please refer to her report.

Going Virtual With the Next Generation: Involving Younger People in Virtual Meetings – Daniel Earl

Key points:

- Speaker provided various questions to consider regarding younger members. May be worthwhile to convene the Board for a dedicated meeting to discuss them if we chose to focus on this area.
- Daniel reviewed Erickson's Psychosocial Stages of Development as a guide to introducing genealogy to young people. Pre-schoolers through adults (25-35) were covered.
- RVGS may want to consider meeting times favorable for young people to attend (e.g., weekends or evenings to allow school-age and employed adults access).
- While young people are very comfortable using virtual tools, many may be experiencing fatigue due to online schooling.