

THE ENGINEERS CLUB

AT THE GARRETT-JACOBS MANSION

BALTIMORE'S CLUB FOR PROFESSIONALS

ALL

The Engineers Club of Baltimore
Member Engagement Charter
September 2019

Member Engagement Committee Vision

- The Member Engagement Committee will mobilize The Engineers Club of Baltimore to create a positive experience for members regarding interactions with the Club, contributing to the retention of current members and the attraction of new members.

Member Engagement Committee Leadership & Members

- Committee Co-Chairs: Andrew S. Miller & Fritz Meyer
- Committee membership is open to all active members of the Club
 - Over 10 members have expressed interest in attending kick-off meeting

Member Engagement Committee Responsibilities

- Engage with Club members in order to ascertain knowledge and strengthen relationships
- Evaluate the member experience of the Club, including:
 - First Impressions (hospitality + “look and feel” of the Club)
 - Events
 - Dining & Bar
 - Staff Interactions
 - Ease of being a Member
 - Membership Communications
- Provide data-driven, fact-based evaluations and recommendations to the Board regarding enhancements to the member experience
- Partner with Club staff to lead the implementation of accepted recommendations
- Monitor and report on member satisfaction using surveys, interviews, attendance/spend metrics

Member Engagement Committee Timeline

- Kickoff on October 8, 2019; will meet bi-monthly through September 2020

Member Engagement Committee Definition of Success

- Increased usage of the Club (measured by member attendance at events + dining/bar attendance/spend)
- Target year-over-year increase of 15% across all metrics