



# NEWBIES & THE PATHWAY TO LEARNING



# ***CONGRATULATIONS SENIORNET!***



**84 Learning Centres**  
**15,244 Members**  
**136,155 Learning Hours**  
**1,000+ Tutors**  
**100's on Committees**

***NEW ZEALAND'S PREMIER TECHNOLOGY TRAINING  
ORGANISATION!***

# THE MEMBERSHIP CHALLENGE

Too many?

Too few?

Too active?

Too invisible?

Too knowledgeable?

They don't know what they don't know!





# BARRIERS TO JOINING

- Too expensive!
- Too amateurish!
- Too difficult!
- Too old!
- Humiliation factor
- Access too difficult
- Courses are too long!
- "I don't need a computer"





# WHY ARE NEW MEMBERS IMPORTANT?



- Potential for fresh ideas
- Likely to use newer technologies
- Income boost
- **Committee potential**
- **Tutor potential**
- Future referrals
- Justify rationale for SeniorNet



# ATTRACTING NEW MEMBERS

- Open days
- Press coverage
- Word of mouth
- Mail drops
- Open presentations
- Radio coverage
- Brochures in CAB, libraries etc
- Presentations to local senior groups





# RETAINING NEW MEMBERS

- Introduction pack
- 12 month buddying
- Get to know them as a person
- Define their needs
- Plan their education
- Record their progress
- Completion certificates
- Student of the term
- Student of the year





# MEASURING SUCCESS

- Membership renewals
- Learning hours per year
- New tutors
- New committee members
- Income & expense ratios
- New courses launched
- New technologies purchased





# WHAT WORKS FOR YOU?

- Please let us know!
- Potential for circulating "best membership" advice to all learning centers
- Continuous need to have membership drives





YOU'RE NEVER TOO OLD!

