

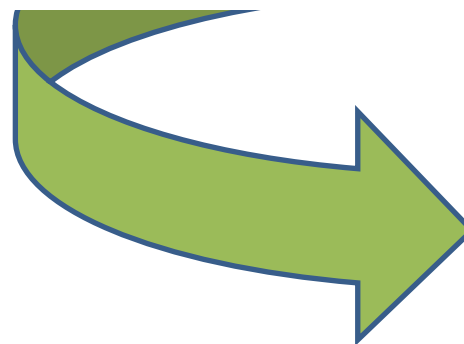
# Carousel Brainstorming with Section for Performance Awards Recognition Growth

How do we grow our section?

December 5, 2013




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# How do we grow our section?

At the December 5<sup>th</sup> section meeting everyone participated in the carousel brainstorming event to engage our section and have some fun with (4) questions...the results that follow will be incorporated into our section plans for continuous improvement and PAR program growth.

John Kulungian, December 5, 2013



**Carousel Brainstorming**

- 1 Put Questions on Flip Charts**  
Put 4-6 different Brainstorming questions on 4-6 different flip chart pages around the room. Every participant gets a post-it pad and a Sharpie pen.
- 2 Divide group into Small Teams**  
One team for each flip chart Station. Ask the participants to go to a flip chart that has a question that they would like to work on today. Once they do, move people around, to make sure that there are approximately the same people at each flip chart (3-5 is best) and that the females and males in the room are spread out.
- 3 Teams Carousel Around the Room Adding Post-its to Each Chart**  
These small teams do NOT begin putting post-it notes up on their flip chart. Instead all the teams (armed with post-it pads and pens) are moved one station clock-wise from their choice question, to begin there.
- 4 Rules at Each Station**  
Remind everyone of the rules: one idea per post-it, print clearly, no discussion: After a minute or so at each station, the leader tells the teams to rotate to the next station. They keep "carouseling" around the room like this until they get back to their home flip chart station.



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# 1. How do we get more members to participate on the Section Leadership team?

- More communication on what is expected of a leadership team member
- Advertise the benefits of being on the section leadership team
- Actively encourage and invite members to participate
- Provide a pathway for becoming part of the team



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## 2. How can we communicate with our stakeholders more effectively?

- Improve the website
- Leverage technology- use of APPs, topic boards, social media
- Promote section to a broader audience to increase awareness
- Improve our existing communications



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### 3. How do we increase involvement and participation at meetings?

- Have an interactive exercise
- Provide perks for attending the meeting
- Have a suitable location
- Provide topics of interest to the members
- Outreach to a broader audience



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## 4. How do we recruit new members?

- Target members early in their careers (college)
- Leverage technology for recruitment (LinkedIn)
- Involve local companies in recruitment process
- Offer perks for recruitment
- Broaden the audience for recruitment
- Promote certifications



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