

MEMBERSHIP DEVELOPMENT

Presented by:
TMSU Communications Coordinator



WHO ARE OUR MEMBERS?

Full-Time Undergraduate Students

WHO ARE OUR MEMBERS?

Full-Time Undergraduate Students

but also...

Largely commuters

Disconnected from campus due to pandemic

Generally unaware of our existence, and the benefits that a students' union can bring to its members

WHAT IS MEMBERSHIP DEVELOPMENT?

what do you think?

WHAT IS MEMBERSHIP DEVELOPMENT?

Engaging with students to help
them realize the full potential
of their university experience

WHAT IS MEMBERSHIP DEVELOPMENT?

Class talks and campus tabling

Interactive social media presence

Opportunities for members to play important roles in their students' union

Events and services

WHY DO WE DO MEMBERSHIP DEVELOPMENT?

At a regular students' union, it maintains our relationship with students and keeps a healthy campus climate going

At a students' union recovering from scandals, it is the easiest (and arguably only) way to rebuild trust and show students how we can benefit them

STUDENT DEVELOPMENT THEORY

and how it helps to inform
our membership development

STUDENT DEVELOPMENT

Several theories exist about how to best support students through their young adult years, specifically in post-secondary education

Chickering's Development Theory

Schlossberg's Transition Theory

Chickering's Development Theory



Schlossberg's Transition Theory

- 1 Situation
- 2 Self
- 3 Support
- 4 Strategies

Each of these factors affects a student's ability to cope and respond to transition periods in their life

By directly addressing these 4 factors, we can help students adjust to university and then to life after university

OUR APPROACH

what have we done and what
are our plans

PREVIOUS YEARS

Street teams

Campus group / student leader training

Giveaways

LAST YEAR

Regular Gould St. tabling & outreach

Increased social media interaction

Resuming the volunteer program & street team

Discount programs & SPC Cards

AVENUES FOR MEMBERSHIP DEVELOPMENT

In-person Interactions

Gould St. tabling, class talks, front desk

Online Interactions

Instagram polls, Q&As, contests & giveaways

Events & Services

Trainings, peer-support services

2023 - 24 **MEMBERSHIP DEVELOPMENT**

**WE WANT TO HEAR
YOUR THOUGHTS**

PLANS IN PROGRESS

Reopening the SCC front desk to be a one-stop service point for everything TMSU

Volunteer program & class ambassadors

Improved SCC signage and marketing

Focus on collaborations & meeting students where they are

STAY IN TOUCH

communications@yourtmsu.ca