User Group University

Attracting Youth To User Groups

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- Sophomore At Rochester Institute of Technology
  - Major: New Media Publishing
  - Minor: Mass Media Communications

- Mac User Since 1990

- Long Island Resident for 20 Years

- Frequents Other MUG Meetings

- Serving 2nd Term As Vice President of MacRIT (RIT Campus User Group)

- Member of Apple's Campus Group Advisory Board

- Apple Campus Representative at R.I.T.

When working <u>together</u> as a <u>team</u> . . .
"the whole is greater than the sum of the parts."

What Is A User Group?

Every user group differs.
But what is a general definition for it?
What should it be composed of?

- People With a Love for the Same Hobby

- People with Various Backgrounds, Skills, Experiences

- A Representation of the Local Community

POP QUIZ!

(only two questions)

Do You Want Your User Group To Grow?

Does Your User Group Have Active Young Members?

POP QUIZ Answers

Do You Want Your User Group To Grow?	**YES!**
Does Your User Group Have Active Young Members?	**YES/No**

Young People Need To Be Viewed As Valued Members Of The User Group Community.

Solution:

Recruit Young Members!

. . . but how?
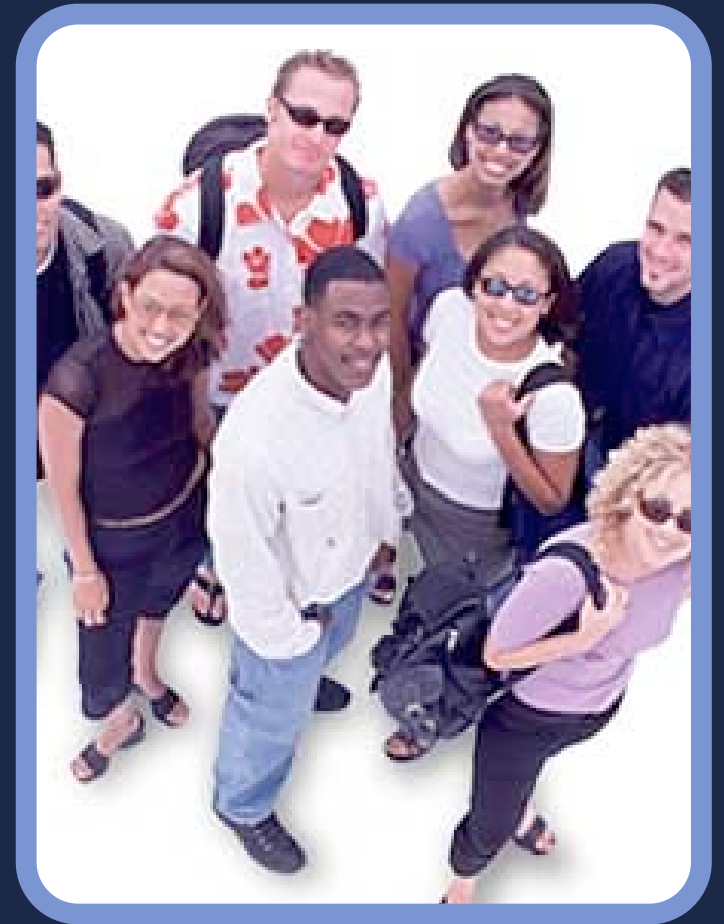
Hey! Wait A Second!
WHY Youth?

- ☑ Future Leaders
- ☑ Diversity Brings Learning
- ☑ New Ideas
- ☑ Mentoring - Giving Back

Three Major Parts

⭐ Get 'Em!

⭐ Keep 'Em!

⭐ Don't Lose 'Em!

Part One: Get 'Em

Challenge: Your MUG wants to *FIND* active, young members for the group.

What is the best way to advertise to attract a bunch of students and other youth throughout the community to be active leaders and contribute regularly to your MUG?

Part One: Get 'Em

The Solutions:

- ☑ Make flyers that directly address young people. Hang them at local K-12 schools or higher educational facilities.

- ☑ Have a good rapport with teachers or administrative staff that will push for people to join.

- ☑ Target career placement facilities within schools.

- ☑ Advertise within other clubs that might have interested members.

Part One: Get 'Em

The Solutions:

☑ Make the advertising campaign center around youth - not just another information sheet on your MUG.

☑ Advertise with an exciting meeting topic and giveaway.

☑ Hang signs at local Apple retail stores.

☑ Free food is hard to turn down, especially for young members. It never hurts to have snacks at a meeting.

Part Two: Keep 'Em

Challenge: You have your new young members. *VALUE* & put them to use.

Your MUG worked long, hard hours recruiting new youth members. You've succeeded through Part One of the process.
Now, what are you going to do with them?

Part Two: Keep 'Em

The Solutions:

☑ Make young members feel welcome. Have a greeter at the door that will make people feel welcome, both young and old.

☑ Don't underestimate young people - give them responsibilities.

☑ Let young members speak and voice their opinions.

☑ Have reduced membership rates for young members. This will encourage them to become members without burning holes in their pockets.

Part Two: Keep 'Em

The Solutions:

☑ Create a student/youth board position. This will give young members an immediate way to feel included.

☑ Create a Youth Special Interest Group, where younger members can come together and enjoy meeting other Mac enthusiasts.

☑ Young members may feel bored during the Question/Answer session of many meetings. Why not have them help out and contribute?

☑ They know their tech stuff ... let them help develop the group's online presence ... message boards anyone?

Part Three: Don't Lose 'Em

Challenge: Retain their interest. *KEEP* them. What will get them to return?

You've succeeded through Part One and Two. New members of a group, especially an entire new generation, need to feel like they belong and there will be a permanent spot for them. How are you going to do that?

Part Three: Don't Lose 'Em

The Solutions:

- ☑ Why would they stay in the long run?

- ☑ Make sure they are accepted as part of the entire community, not just by fellow peers.

- ☑ Scholarship opportunities, letters of recommendation, extra credit in classes . . . these will keep them in!

- ☑ Get them involved in running the meeting, make them feel like they are needed.

Resources

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Are there websites, people or organizations I can contact to learn more?

- **Sarah Friedlander**
  sarahfriedlander@mac.com

- **The Apple Campus Group Advisory Board**
  http://www.apple.com/usergroups/contact/cgab
  campusgroups@mac.com

- **The MUG Center**
  http://www.mugcenter.com

Resources

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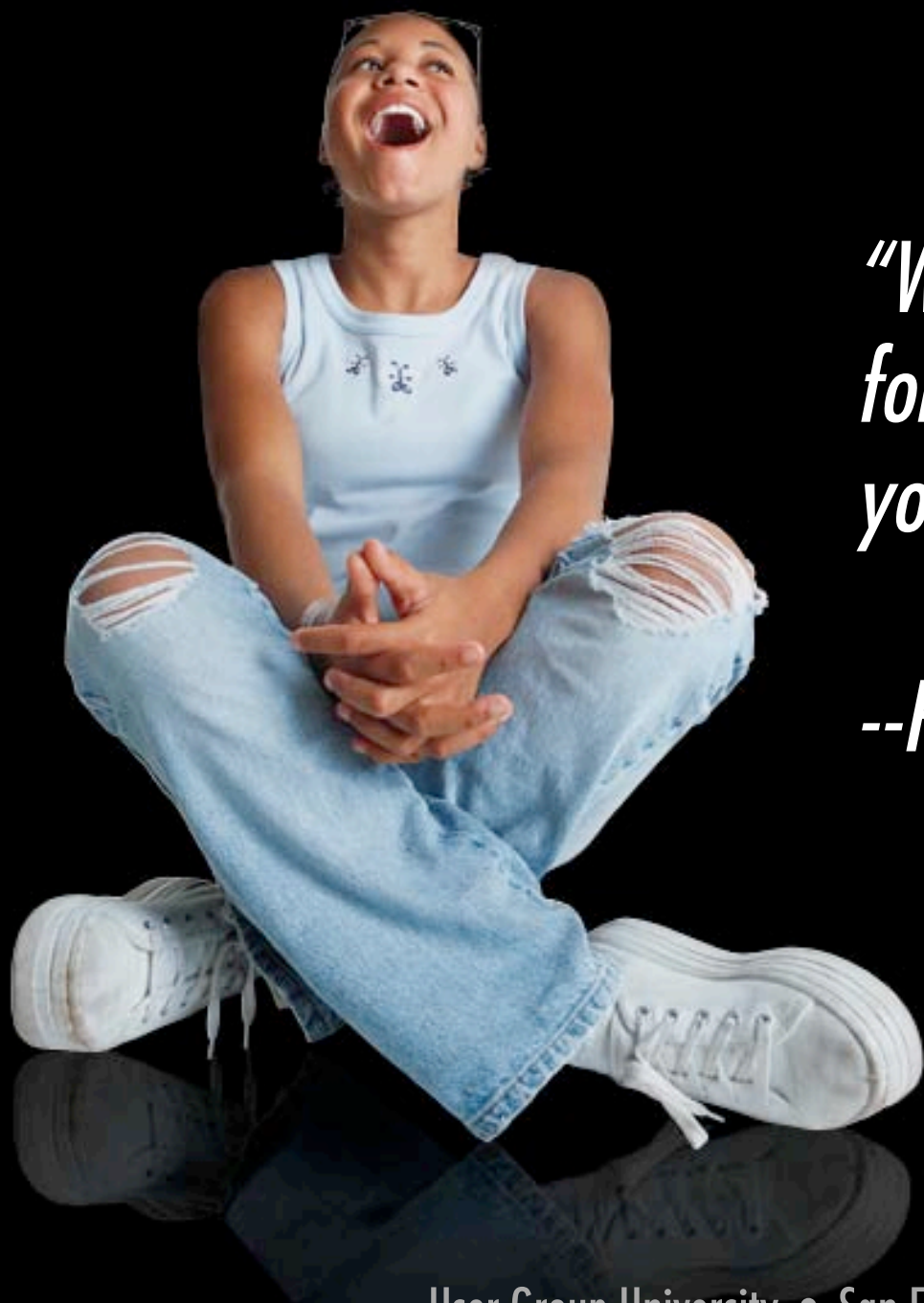
- **Students At User Group University**

- **The Local Apple Team**

- **Apple Campus Representatives**

- **School Leaders**

- **Discussion Lists**
http://apple.com/usergroups/campus

"We cannot always build the future for our youth, but we can build our youth for the future."

--Franklin D. Roosevelt

Questions
&
Answers

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Thank You!