

## CLW Active Roundtable (4/28)—Membership Retention Part II

### Picking up

- Compatibility over active-ness
- *(On the topic of raising requirements)* – Depends on the difficulty of requirements, but won't make much of a difference. Inevitable that people are going to leave.

### Retention

- More positions (to have a connection with people)
- Having a week of bringing older actives back, like a buddy system.
- IPhi BBQ (Alumni, Actives, Pledges, etc).
- ***More Active-only events such as Active lockins or slumber parties***
- ***More family events***
- ***RM-safe "Line War" event (Olympics)***
- More incentives for making active status (aside from \$3, voting rights, and right to hold a position)

### Reasons for leaving

- Lack of diversity (could go to different cultural associations)
- If you don't hold a position or lack of recognition, feel out of place
- Can't really 'take a break' because after a new pledge class comes in, feeling of alienation or not knowing anyone.
- APO is about popularity. Feeling of not being included  
➔ ***Having "Active groups" of 3-4 that do a service project (and possibly more) together***

### Pairing

- ***Having less BB/LB Chairs (4-5) and having MVPs interview actives.***