Stephen Thomas Kraus

Feb 21 Brainstorming

Membership	Votes
Collab with Colleges -- degree programs, provide exposure/ internships, 'a day in the life' exposure, attract people to the field	6
Highlight a member each month on social media -- tell their story, why they joined, etc. Content to be shared increased on LinkedIn, testimonials, what kind of talent do we have in the group	6
Provide some incentive for renewals or 'sign up a friend' -- discount, free month, (advertising tricks), multi-year discount, recognition for 'signing up a friend', 'most members recommended', giveaways	5
How about some participation prizes - could be random, could be most frequent attendees, etc.	3
Incentive Month, where multi-year discount is offered/other options	2
Provide scholarships for new or 'out of work' BAs or students	1
Share Mentorship stories -- impact to career, personal, etc.	0

Marketing	Votes
Cross-marketing with other professional organizations (such as PMI) and affinity groups (such as BDPA -- Black Data Processing Association) -- 'exchange of value' (members, programming, joint sessions),	8
Contests to encourage members to 'share' on LinkedIn or other social media -- reward people for 'most shares', gift cards, 'gameification', free admission to special events	4
Sponsor a student chapter at a college or in the ATL metro area	3
Increase shareable content on social media	2
Utilize IIBA Global resources - Corporate program for your employers	1
Participation in college job fairs	1
Use IIBA Membership data to find which employers have the greatest concentration of IIBA members. Then target those companies.	1
Members can reach out within employer's organization	0
Utilize mechanisms such as LinkedIn boards to post updates and evens and have everyone share within their networks (word of mouth)	0
Collab with Consulting firms that use BA/PMs	0

	Votes
Offer incentives to attend our events - maybe limited free or half price tickets periodically.	0
Prizes	0

Learning	Votes
Record webinars to watch at our convenience -- IIBA GAC Youtube Channel, recording Chapter meetings & store them, pull clips for marketing (access by joining/ teaser)	5
Record chapter meetings for those who may not be able to attend for member access/review later	4
Template for AGILE projects user stories	3
Study sessions for other Certs -- cross market programs	3
Plan out educational topics 2-3 meetings in advance ("sprint + 2" in agile-ese)	3
On IIBA Atlanta Chapter website identify how to utilize remote networking tools such as this "IdeaBoardz"	3
'Ask A CBAP' sessions	2
Library of online resources such as templates and quick how-to guides	2
Book Club	2
Collective Problem Solving Group	1
Discounts to 'professional' training opportunities / classes	1
Get someone from IIBA to explain and promote some of the specialized certifications	1
Lunch & Learn Webinars (not all evening things)	0

Networking / Job Search	Votes
LinkedIn Pro Tips -- how to use LinkedIn Pro to find jobs (Pro or regular), leverage LinkedIn learning materials (e.g., networking, expanding your connections, etc.)	5
Zoom breakout rooms for networking before the monthly Chapter meeting -- opt in to a room, assigned, rooms by subject/topics, etc.	5
Virtual Happy Hour -- social, topic of the day, music, news, 'sip and chat' with play list, current events, favorite movies, virtual movie watching or sports, 'water cooler/ ice breakers', 'just hang out'	5
Job Networking	3

Resume Writing	2
Career Advice / Coaching	2
Industry get-togethers (small group sharing)	2
Setup a link on GAC Home Page for Networking/Job Opportunities	2
Invite executives / BA professionals to present on their companies	2
Interview Tips Practice	1
Recruiters at meetings (seem to be missing from previous years).	1
Community Forum / Google Groups	1
Getting to know people	0

Volunteering	Votes
Offer "mini-volunteering" opportunities - e.g. for a single Chapter Meeting -- how do we advertise/share? (signup genius), volunteering 'virtual brainstorm'	6
Post Volunteer opportunities for 'sign-up' to bring awareness of volunteer needs	3
List of committees and the needs of each committee for volunteers (job post board)	2
Create a 'new BA' advisory group	1
High School Partnerships/BA profession awareness	0

Other	Votes
Get more involved in the community -- 'make a difference'	2
Discuss the changes to the Bylaws that we will be voting on.	1