

Focus Group # 5

Electronic Membership

Team Members

*CW4 Bill Petrak

CW5(R) Ray Benson

CW4 Dick Hergert

CW3(R) Bud Colburn

CW4(R) John Timm

CW4(R) Rocky Wilson

CW5(R) Dave Welsh

* Group Leader

Discussion

- Should the USAWOA consider an electronic membership?
- If the answer is yes, what are the pros and cons?

Recommendation

- 1. Develop electronic membership capability by the second quarter of 2006**
- 2. Ensure website/membership is password protected**
- 3. Develop capability of electronically communicating with as many members as possible**
- 4. Conduct as much USAWOA business as possible through electronic means**
- 5. Offer first year membership to all warrant officers at no cost**

Justification or Logic:

CONS

- Initial workload
- Some individuals will not be able to receive electronically
- Added cost
- Resistance of some members that are already paying

Justification or Logic:

PROS

- Members will receive Newsliner immediately
- Deployed officers can renew electronically
- Save \$\$ on no cost membership to WO1s
- Possibility of increased corporate membership
- Have branch and branch immaterial links

Justification or Logic:

PROS

- Electronic proxies
- Electronic ballots
- Save \$\$ on most mailings
- Save \$\$ on printing
- Members could look at archives

Justification or Logic:

PROS

- Increased Membership
- Increased \$\$

Questions?