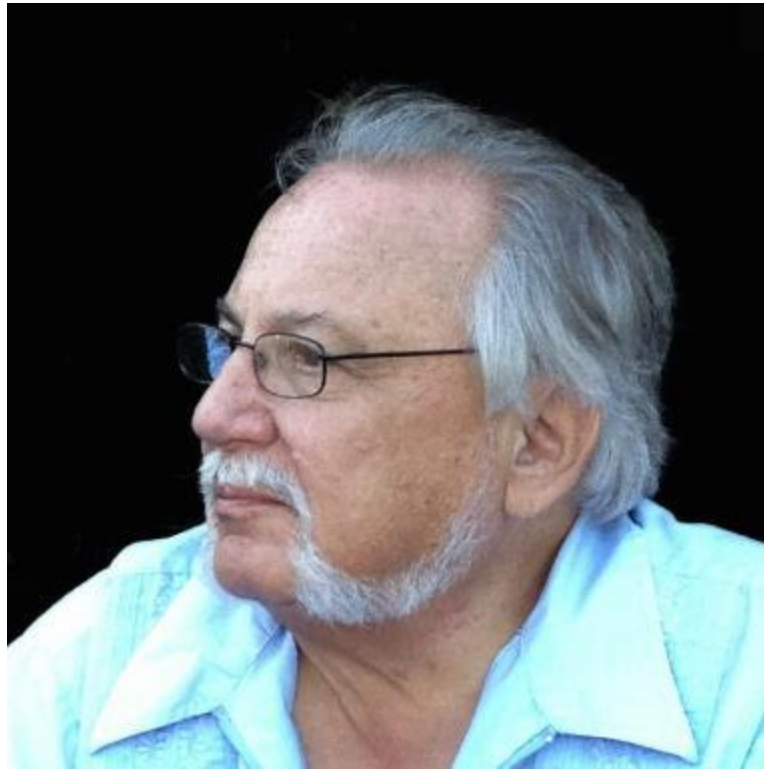


Is the Demise of HAL-PC in Your Group's Future?

Judy Taylour & Hewie Poplock



Who are Judy & Hewie?



Who are Judy & Hewie?

Judy Taylour, President, SCV Computer Club

Judy is a 26-year member of the Santa Clarita Valley Computer Club where she serves as both President and Editor. She is also co-facilitator for the Southern California Regional User Group Summit (SCRUGS), a group of computer clubs in Southern California that have gotten together quarterly for over 15 years to share ideas and presenter information, solve problems, etc. She has taught adult education computer classes for 18 years through her local high school district and is a member of the Pierce College Computer Applications and Office Technologies Advisory Committee that meets annually to suggest courses for the next school year. Judy is a proponent of lifelong learning. She has given numerous presentations at APCUG's annual conferences, the Southwest Technology & Computer Conferences where she serves as chair, an FACUG @ Sea conference, local technology clubs, and Webinars via APCUG's Speakers Bureau. Judy holds various positions in APCUG.

www.scvcomputerclub.org

Who are Judy & Hewie?

Hewie Poplock, Vice President, Central Florida Computer Society

Hewie has been active in User Groups since he joined the Tampa Bay Osborne Group in 1982 and then the Tampa Bay Computer Society. He has been a member of the Central Florida Computer Society since 1987 and has served as President as well as several other offices. He was program Director for over 13 years & DOS/Windows SIG Chair as it has evolved for well over 15 years. He has taught Middle School, Web Engineering on the University level, and managed bars & nightclubs for 2 chains, having supervised 80 locations at one time. Hewie has presented monthly SIGs, at APCUG Conferences, and as a APCUG Speakers Bureau presenter. He has served as an officer of APCUG and FACUG, attending some of the first conferences for each of those groups. He currently is Vice-President and Webmaster of APCUG, and architect of the APCUG Drupal website.

www.cfcs.org

The Demise of HAL-PC

- ▶ HAL-PC (Houston Area League-PC) was once one of the world's largest PC user groups and a founding member of APCUG
- ▶ They have sold their equipment
- ▶ Closed their office
- ▶ A former HAL-PC Member now owns the HAL-PC website and HALNET (their Internet service)
- ▶ For all intents and purposes, they are gone

The Demise of HAL-PC

Houston Chronicle Blog

Dwight Silverman

<http://blog.chron.com/techblog/2014/96/>

- ▶ According to Bill Jameson, a former board member, who spoke by phone with Dwight Silverman, confirmed the decision. He reiterated the ‘changing society’ theme in the email sent to members, saying “this society we live in now has a different set of interests and goals.

The Demise of HAL-PC

Houston Chronicle Blog

- ▶ “Most of our members are older,” Jameson said. “The cultural norms are pretty much gone and, as a consequence, the organization has not adapted to this new culture.”
- ▶ From the Blog - “Bluntly put, HAL-PC failed to keep up with the times. Its members grew older and its interests didn’t expand. If you’re looking for evidence as to what happened, you need look no further than the group’s Twitter account, which has been inactive since August 2009, or its Facebook page. Which has been dormant since August 2011.”

Info from Survey's & Brainstorming Sessions

- ▶ Hot topics in 2007 / 2011 / 2012 / 2014
- ▶ Lack of volunteers
- ▶ Retaining membership
- ▶ Officer burn-out
- ▶ Programs

- ▶ We hope this presentation helps with some of these topics

Demographics

Older Members

- ▶ This seems to be the demographic for most of our member groups
- ▶ But, there are still many seniors who need help with their computers, tablets, Smartphones, etc.
- ▶ We'd all like younger members in our groups (another but) are you actively recruiting members at senior centers, adult education classes, SeniorNet classes, etc.
- ▶ Will you please take time to let us know where you recruit new members. Use the Chat Box, thanks....

What's in a Name

- ▶ Does your group's name include a reference to technology?
- ▶ Sarasota PCUG recently legally changed their name to Sarasota Technology User Group
- ▶ Bellaggio Computer and Technology Club
- ▶ South Walton Computer & Technology Club
- ▶ Valencia Falls Technology & Computer Club
- ▶ Potomac Area Technology and Computer Society
- ▶ Dothan Computer & Technology User Group
- ▶ Sonoma Valley Computer & Technology Group
- ▶ Chesapeake Area Technology Society

What's in a Name?

- ▶ APCUG used to have APCUG Annual Conferences – now
- ▶ APCUG/CAMUG 2012 Regional Computer Conference
- ▶ APCUG Ohio Tech Conference 2013
- ▶ APCUG International Computer & Digital Technology Conference

What's in a Name?

- ▶ Over its 21 years, SW conference has been:
 - ▶ Southwest Regional User Group Conference
 - ▶ Southwest User Group Conference
 - ▶ Southwest Computer Conference
 - ▶ Southwest Technology & Computer Conference
 - ▶ Enhance Your Life with Technology

Add a Tagline

- ▶ That's what APCUG did
 - ▶ An International Association of Technology & Computer User Groups
- ▶ Does your group have a tagline specific to technology?
- ▶ Please share it via the Chat Box
- ▶ Shared at the presentation today
 - ▶ Danbury Area Computer Society
 - ▶ "From mobile to desktop, we inform, enlighten, and educate"

Latest Technology

- ▶ Is your group keeping up with new technology?
- ▶ Are you stuck with only computer / software / etc. type general meeting programs?
- ▶ It is often like pulling teeth to get members to make the move from computer-related meetings to new technology.
- ▶ On the computer side – are you demonstrating Windows 8.1?
- ▶ Not the most popular OS but when members buy a new computer they will appreciate everything they have learned at their user group meetings.
- ▶ Aren't our meetings about educating people?

Latest Technology - Suggestions

- ▶ Tablet SIG
- ▶ Meeting devoted to Tablets
- ▶ iDevice or Android SIG
- ▶ eReader SIG
- ▶ Start small - do you ask your members to share their favorite app?

Latest Technology - Suggestions

- ▶ The Central Florida Computer Society's iSIG is a joint project with the Florida Mac UG.
- ▶ The Greater Cleveland PCUG has a joint Holiday Tech meeting in December with their local Mac group.
- ▶ Do you have a Mac group in your area? Get to know them.
- ▶ Add your suggestions (Chat Box) on how you incorporate new technology into your meetings, SIGs, etc.

Website – Have you looked at it lately?

- ▶ Do you still have a 3-1/2” diskette in the logo or masthead?
- ▶ How about a 5-1/4” or a CRT monitor
- ▶ Does it contain information on the Home Page about what the group is all about?
- ▶ If you were new to the area, would you be interested in attending a meeting?
- ▶ Does it include pictures so they know what you do?
- ▶ Do you have meeting information on your website – is it up-to-date?

Website – Have you looked at it lately?

- ▶ Can someone new easily find your meeting location?
- ▶ Address & zip code?
- ▶ Do you have up-to-date contact info for officers or at least an info@ address?
- ▶ Does someone answer those e-mails?
- ▶ Do you have a contact form?
- ▶ Does someone answer those e-mails?

Website – Have you looked at it lately?

- ▶ Don't want to put officer e-mail addresses on your website because of spam?
- ▶ Los Angeles Computer Society has their addresses as a graphic
- ▶ Other groups use name or officer (at) blahdotorg
- ▶ Do you have a phone number? Yes, people still like to pick up the phone and talk with someone.
- ▶ Get a Google Voice number – it's free
- ▶ Do you have a mailing address on your website?

Updated Websites

- ▶ Many member groups have updated websites
- ▶ Most popular program – WordPress
- ▶ See Resource List for a partial list of groups with new websites
- ▶ Take a look!
- ▶ Get ideas!
- ▶ See VTC WordPress presentation YouTube video
 - ▶ <http://apcug2.org/content/creating-website-wordpress>

Social Media

- ▶ Does your group have a presence via social media?
- ▶ Facebook / Twitter / MeetUp
- ▶ Do you keep your pages up-to-date?
- ▶ If not, you are showing the world that social media isn't important to your group
- ▶ Why bother
- ▶ Yes, it takes a volunteer, or two, to keep the accounts up-to-date
- ▶ Just posting a short blurb about a meeting, SIG, etc. is all it takes

Social Media

Computer Club of Oklahoma City

- ▶ They are on MeetUp
- ▶ Recruited a MeetUp finance group that was looking for a meeting location – now affiliated with CCOKC
- ▶ Android SIG - A visitor who works in the IT department of a major oil company
 - ▶ He came back to give a presentation at the SIG (they call them MeetUps) on Google Glasses
 - ▶ He is also making a presentation at an upcoming general meeting

Social Media

Atlanta PCUG

- ▶ No longer has a webpage
- ▶ MeetUp and Facebook
 - ▶ <http://www.meetup.com/Atlanta-PC-Users-Group/>
- ▶ Are you on Facebook? MeetUp? Twitter?
- ▶ Let us know – [socialmedia \(at\) apcug.org](mailto:socialmedia@apcug.org)

Publicity

- ▶ Business cards for members – with meeting location / SIG info / website address / e-mail address
- ▶ Brochures / flyers
 - ▶ Privately-owned computer stores
 - ▶ Tech repair people
 - ▶ Camera stores
 - ▶ Libraries
 - ▶ Senior Centers
- ▶ LACS sends their monthly meeting flyer to members who print it and take it to their local senior center, library, tech shop....

Publicity

- ▶ Mini presentation – Getting to know your club presentation, ready to give at a moment's notice
- ▶ Open house at your meeting location (CCOKC got 7 new members at their 2014 OH)
- ▶ Tech call-in show – have members call in and ask a question; of course, mentioning they are a member of....
- ▶ 4-page sample newsletter
- ▶ Community blogs
- ▶ APCUG VTC Create a Blog presentation video
 - ▶ <http://apcug2.org/content/setting-blog>

Publicity

- ▶ Community calendars
- ▶ Local newspapers
- ▶ Community cable TV station
- ▶ Guest sign-in form
- ▶ APCUG VTC YouTube Publicity presentation video
 - ▶ <http://apcug2.org/content/how-publicize-your-user-group-0>

Publicity for your Members

- ▶ Pre-meeting looping PPT
- ▶ Pictures of Officers / SIG leaders / short description
- ▶ Current meeting info
- ▶ Past / future meeting info
- ▶ Some tech cartoons
- ▶ Whatever else you would like your members and guests to know

Member Retention

- ▶ End-of-year presentation covering all of the member benefits
 - ▶ Presentations
 - ▶ SIGs
 - ▶ Social activities
 - ▶ Whatever your club has accomplished that is a benefit of their membership

Volunteers – How do you get them?

- ▶ Don't stand in the front of the group and ask – no one will raise their hand
- ▶ Get to know your members
 - ▶ What are they interested in
 - ▶ What was their work background
 - ▶ Ask one-on-one for help with a project – start small
- ▶ Have a section on your application that lets new members know about the various areas where they can help
- ▶ See “Art of Persuasion – Finding Volunteers” at the end of this presentation

Volunteers – How do you recognize them?

- ▶ April is National Volunteer Recognition Month
- ▶ Special recognition at the April meeting
- ▶ Certificate
- ▶ Cake with volunteer's names
- ▶ Picture, blurb in group's newsletter
- ▶ Send pics & write-up to newspaper after the meeting
- ▶ O'Reilly eBook certificate
- ▶ Don Singleton Volunteer of the Year – nominate your above and beyond volunteer

Volunteers – How do you recognize them?

- ▶ How do you acknowledge your volunteers?
- ▶ Let us know via the Chat Box

Officer Burn-out

- ▶ Co-officers (presidents, etc.)
- ▶ Program Committee
- ▶ Group in California meets weekly
 - ▶ Community speaker / vendor
 - ▶ Member presentation
 - ▶ Q&A panel
 - ▶ Webinar

Officer Burn-out

- ▶ Don't take for granted
- ▶ Frequently ask how things are going and do they need any help with people or materials
- ▶ Many clubs wait until an officer is almost burned out and then offer help
- ▶ Offer it early and often
- ▶ Break up the jobs into easily accomplished tasks
- ▶ Give lots of praise

Finding Presentations

- ▶ Get to know the groups in your area
- ▶ Share presenters
- ▶ Coordinate a 'vendor' tour
- ▶ Community
 - ▶ High school Robotics Club
 - ▶ City webmaster
 - ▶ Local radio station webmaster
 - ▶ Genealogy club
 - ▶ Astronomy club
 - ▶ City Disaster Preparedness office
 - ▶ USPS

Finding Presentations

APCUG Can Help

- ▶ Member presentations
 - ▶ PUSH articles
 - ▶ Ira Wilsker's articles
- ▶ Read other user group newsletters – [www.apcug2.org / Benefits](http://www.apcug2.org/Benefits)
- ▶ Editors – do you upload your group's newsletter?

Group Newsletters

You can sort the Newsletters by Newsletter Title, User Group, Date, or State by clicking on the Heading. Click again and reverse the order. Click on the Newsletter title, and you will go to a page with information and a link to the document.


Newsletter	Date of Issue	UG Acronym	Region	State
The LVCG Journal	2014, August	LVCG	03	PA

Finding Presentations APCUG Can Help

- ▶ Every other month
 - ▶ Live presentation
 - ▶ APCUG VTC YouTube video OR
 - ▶ Webinar via Speakers Bureau
- ▶ Over 60 VTC videos
- ▶ Over 100 presentations
- ▶ VTC Program Ideas video
 - ▶ <http://apcug2.org/content/program-ideas>

Finding Presentations APCUG Can Help

▶ www.apcug2.org / Benefits



The image shows a screenshot of the APCUG website's navigation menu. The menu is located in the top right corner of the page and is highlighted with a red oval. The menu items are listed vertically in a dark blue box with white text. The items are: APCUG Reports, Contests, Discounts, Member Websites, Membership Benefits, PUSH Articles, Speakers Bureau, UG Newsletters, and Virtual Conferences. The 'Speakers Bureau' item is circled in red.

apcug An International Association of Technology & Computer User Groups **APCUG**

Home Blogs Forums About APCUG Benefits Locate a User Group Update Group Info Important Events 2014 Summer VTC12 You are Needed Featured Article

- APCUG Reports
- Contests
- Discounts
- Member Websites
- Membership Benefits
- PUSH Articles
- Speakers Bureau**
- UG Newsletters
- Virtual Conferences

Finding Presentations APCUG Can Help

Speakers Bureau

APCUG maintains a list of sponsors, User Group officers, and members who will give online presentations to your group. If your members are tired of presentations from the same members or the same members are tired of giving presentations, contact one of the speakers and book a presentation.

You can sort the list by the Presentation Title, Presenter, Target Audience or Category by clicking on the Heading. Click again and reverse the order. Click on the Presentation's title and you will go to a page with more information, including the presenter's contact information.

Presentation Title	Presenter	Presenter email	Presenter Website	Category	Target Audience
Backing up, Sharing, Protecting and Organizing Your Hard Drive	Gene Barlow	Contact person by email	Link	Back-up	Everyone
Browser Tips and Tricks	Jere Minich	Contact person by email	Link	Browser	Everyone
Using Microsoft's SkyDrive Cloud Storage	Francis Chao	Contact person by email	Link	Cloud Computing	Everyone

Finding Presentations APCUG Can Help



The image shows a screenshot of the APCUG website's navigation menu. The menu is displayed in a dark brown color with white text. The 'Virtual Conferences' option is circled in red. The menu items are as follows:

- APCUG Reports
- Contests
- Discounts
- Member Websites
- Membership Benefits
- PUSH Articles
- Speakers Bureau
- UG Newsletters
- Virtual Conferences**

Below the main menu, there is a sub-menu for Virtual Conferences with the following items:

- 2014 Summer VTC12
- 2014 Spring VTC 11
- 2014 Winter VTC10
- 2013 Fall VTC9
- 2013 Summer VTC8
- 2013 Spring VTC7
- 2013 Winter VTC6

The APCUG logo is located at the top left of the page, with the text 'An International Association of Technology & Computer User Groups' next to it. The APCUG acronym is also displayed in large letters to the right of the logo. The navigation bar at the top of the page includes links for Home, Blogs, Forums, About APCUG, Benefits, Locate a User Group, Update Group Info, Important Events, 2014 Summer VTC12, You are Needed, and Featured Article.

Finding Presentations APCUG Can Help

VTC12

[View](#)

[Edit](#)

Submitted by Anonymous (not verified) on 2014, July 7 - 9:36pm

[Printer-friendly version](#) [Send by email](#) [PDF version](#)



APCUG 2014 Summer Virtual Technology Conference (VTC12)

Saturday, August 16, 2014

Presentation Schedule

Click on the Session Titles below for more information.

[To Register for Both Tracks - Click Here](#)

After the Conference, handouts will be available below. Session Recordings will be available by clicking on the Session Title

Links to PDF presentations, handouts, &
corresponding YouTube videos OR
www.youtube.com/apcugvideos

Have you explored APCUG2.ORG?

- ▶ Lots of interesting information
- ▶ BUT, to see behind the scenes, you need to have a Log-in and Password
- ▶ Website and UGLS log-ins are different
- ▶ Every member of your group can request a Log-in

- ▶ The website was inundated with bots trying to create fake accounts; after you receive your log-in and password there is a two-step log-in process to distinguish whether you are a human or a robot (info on the Home Page).

Have you explored APCUG2.ORG?

Login or Create Account

Login Instructions

To gain access to most of this website, you need to be a registered user. To register or login, you must go to the proper page. Please click above to Login or Create an account (Register). If you get the sign in to distinguish whether you are a human or a robot, the user name is bond and the pwd is 007.

User account

Create new account

Log in

Request new password

Username *

Enter your APCUG username.

Password *

Enter the password that accompanies your username.

Log in

Have you explored APCUG2.ORG?

APCUGJudy

[View](#)[Edit](#)[File browser](#)

Main profile

Full Name: Judy Taylour

First Name: Judy

Last Name: Taylour

Your City: Santa Clarita

Your State or Province: CA

Your Country: USA

User Group Name Long: Santa Clarita Valley Computer Club

User Group Name Short: SCVCC

APCUG Group State: CA

APCUG Group Region: 10

How did you hear about us?: Personal tour with Hewie

Have you explored APCUG2.ORG? We have Blog Postings

Recent blog posts

- LAST MINUTE VTC REMINDER
- User Group discussion about scamming the scammer
- Lively discussion about emails
- National Cyber Security Awareness Month - October 2014
- Teaching Social Media to Seniors-Twitter
- TOP 10 REASONS FOR ATTENDING A VIRTUAL TECHNOLOGY CONFERENCE
- PhiliACS correction of Reports
- Spearphishing scams hope you'll take the bait! - BobG - Avast

Have you explored APCUG2.ORG? We have Blog Postings

User Group discussion about scamming the scammer

Submitted by Hewie on 2014, August 11 - 10:40am

The main program for the August CFCS meeting centered around the phone calls that people receive from a Microsoft person or “Windows Support.” This is a very widespread scam and too many people succumb to it. A friend of mine, Carey Holzman, was able to record a session with one of these scammers.

At yesterday’s meeting, Carey introduced the recording for our group & then I played the recording, which I had downloaded to make sure that we had no Internet issues. Following the recording we had a great discussion about the topic.

Here is the video, which is on YouTube. Carey has given permission for this video to be shared anywhere & by anyone. Share with your friends, relatives, news organizations, and police agencies. These scammers should be exposed and not allowed to thrive as they do.

<http://youtu.be/GVQoAlQrnSg>



You, too, can use Carey’s video for a presentation

Have you explored APCUG2.ORG? We have Blog Postings

Teaching Social Media to Seniors-Twitter

Submitted by Hewie on 2014, July 29 - 10:20am

I discovered the first of a series that will be invaluable for User Groups or just helping older people learn this new "stuff." Here is the first episode of Teaching Social Media to Old People, featuring Founder of SynergiSocial, David Deutsch. Here he teaches Peter Borbas of Borbas Surveying and Mapping the power and potential of Twitter. FYI -- this was completely unscripted.

Episode 1 of Teaching Social Media to Old Peopl...



Follow David Deutsch on Facebook at <https://www.facebook.com/SynergiSocial> or on Google+ at <https://plus.google.com/+DavidDeutschSynergiSocial/about> or YouTube at <https://www.youtube.com/user/SynergiSocialLLC>






Log in or register to post comments Hewie's blog

Share / Save ...

You, too, can use this video for a presentation

Members Have Discounts

Discount Offer

	Apress Media LLC	eBook discounts 50% off entire cart
	east-tec	70% OFF (\$14.95) for east-tec Eraser 2014 - 30% OFF for the other products and bundles - Click on company name for link to codes
	Focal Press User Group Program	40% Discount
	McGraw Hill Review Program	
	No Starch Press	30% Discount

Members Have Benefits

Newsletter, Website and Digital Photo Contests	APCUG holds the three contests annually. All members are invited to submit their digital photos and groups are welcome to submit their newsletters and websites for those contests. Information is sent to member groups via an e-mail to the officers listed in the UGLS.
O'Reilly-APCUG Five Book per Quarter Program	Member groups have the opportunity to receive two books and three eBook certificates each quarter. These books may be used as door prizes, thank you's to members giving a presentation, put into the group's library, or however the group decides to use them.
PUSH Newsletter Articles	Every month, 20+ articles are sent to User Group editors to use in their newsletters. The articles are written by User Group members, professionals, and occasionally vendors. They are an attractive option for Editors who would like help in filling their newsletters. You will find information about PUSH under the Member Benefits tab.
Quarterly Reports sent to Group Leaders	Every quarter, APCUG sends its official publication, Reports, to the leaders of its member groups. It is full of information including conference news, meeting ideas, contact information and more.

Have you explored APCUG2.ORG?

▶ You will find all of this and more @

www.apcug2.org

Good News!

- ▶ Part of HAL-PC lives on via its BuildOrBuy SIG – the group's largest SIG
- ▶ Meet every Wednesday from 1:00 – 3:00pm with PC Help & Troubleshooting from 10:00am to noon
- ▶ 35-40 attendees during the summer
- ▶ Expect to grow to 50 in the Fall

Good News!

- ▶ Have no dues and no affiliations
- ▶ “We now have the freedom to continue as we see fit.
So far we have met our goals:”
- ▶ Meeting room
- ▶ Upgraded to 50Mbps Internet connection
- ▶ 1080 HDMI projector
- ▶ 150” diagonal screen

Good News!

- ▶ If they need something, they take up a collection
- ▶ The two coordinators say: “Tell them to stay positive and stay focused. If there's a need, they can continue to serve their community and have fun doing so! We, BuildOrBuy, enjoy what we are doing!”
- ▶ Visit their website at: <http://www.buildorbuy.org/>

Resources

- ▶ www.HAL-PC.org
- ▶ Houston Chronical HAL-PC Blog – Dwight Silverman
 - ▶ <http://blog.chron.com/techblog/2014/06/>
- ▶ Atlanta PCUG MeetUp
 - ▶ www.meetup.com/Atlanta-PC-Users-Group/
- ▶ VTC WordPress video
 - ▶ <http://apcug2.org/content/creating-website-wordpress>
- ▶ VTC Setting Up a Blog video
 - ▶ <http://apcug2.org/content/setting-blog>

Resources

- ▶ VTC How to Publicize Your Group video
 - ▶ <http://apcug2.org/content/how-publicize-your-user-group-0>
- ▶ VTC Program Ideas video
 - ▶ <http://apcug2.org/content/program-ideas>
- ▶ BuildorBuy
 - ▶ <http://www.buildorbuy.org/>

Resources

www.dacs.org – Danbury Area Computer Society

www.oly mug.org/ - Olympia Microcomputer User Group

<http://mbug.org/> - Monterey Bay Users Group-PC

www.crcug.com - Crystal River UG

www.tampa-bay.org – Tampa Bay Computer Society

<http://www.tapcug.org/> - Tacoma Area PCUG

www.idahopcug.org/ - Idaho PCUG + new masthead (had a contest)

www.brisbug.asn.au/ - Brisbug PC User Group

www.pcug.org.au/wp/ - PC Users Group (ACT)

Resources

www.perthpcug.org.au - Perth PCUG

<http://sydtrug.org/> - SYDNEY TRS-80 / MSDOS Users Group

www.scug.ca - Sarnia CUG

www.cipcug.org - Channel Islands PCUG

www.lacs.org - Los Angeles Computer Society

www.tcpc.org - Twin Cities PCUG

<http://ariesmarket.com/> - Valencia Falls Computer & Technology Club

www.cuerie.com/ - Computer Users of Erie

Resources

www.pacs.org - Philadelphia Area Computer Society

<http://laccpa.wordpress.com/> - Lancaster Area Computer Club

<https://sites.google.com/site/lvcgsite/> - Lehigh Valley Computer Group

<http://cpusergroup.apcug.org/> - CPUUser Group

www.patacs.org/ - Potomac Area Technology & Computer Society

<http://www.tpcug-ct.org/> - The PCUG of CT

www.cpcug.org – Capital PCUG

www.cfcs.org – Central Florida Computer Society

Get in Touch – Selected Positions

- ▶ President, Marie Vesta President (at) apcug.org
- ▶ Vice President, Hewie Poplock VicePresident (at) apcug.org
- ▶ Benefits Chair, Judy Tylour Benefits (at) apcug.org
- ▶ Membership Chair, Patty Lowry Membership (at) apcug.org
- ▶ Online Services Chair, Jim Evans OLS (at) apcug.org
- ▶ PUSH Chair, Judy Tylour Push (at) apcug.org
- ▶ Social Media Chair, David Williams Socialmedia (at) apcug.org
- ▶ Speakers Bureau Chair, Judy Tylour Speaker (at) apcug.org
- ▶ UGLS Chair, Jim Evans UGLS (at) apcug.org
- ▶ Virtual Tech Conf Chair, Judy Tylour Virtualconferences (at) apcug.org
- ▶ Website Chair, Hewie Poplock Website (at) apcug.org

Get in Touch – Your name could be in an OPEN position

- ▶ Board of Advisor Chair, Judy Taylour jtaylour (at) apcug.org
- ▶ Region 1 – Sam Wexler swexler (at) apcug.org
- ▶ Region 2 – Gabe Goldberg ggoldberg (at) apcug.org
- ▶ Region 3 – Bob Vance bvance (at) apcug.org
- ▶ Region 4 - OPEN jtaylour (at) apcug.org
- ▶ Region 5 - OPEN jtaylour (at) apcug.org
- ▶ Region 6 - OPEN jtaylour (at) apcug.org
- ▶ Region 7 – Judy Taylour jtaylour (at) apcug.org
- ▶ Region 8 – Bill James bjames (at) apcug.org
- ▶ Region 9 – Ray Baxter rbaxter (at) apcug.org
- ▶ Region 10 – Cheryl Wester cwester (at) apcug.org
- ▶ Region 11 – Judy Taylour Jtaylour (at) apcug.org
- ▶ International - OPEN Jtaylour (at) apcug.org

Art of Persuasion – Finding Volunteers

**Marian Radcliffe, President, TUGNET
(The Users' Group Network)
Workshop previously given at
SouthWest Computer Conference**

Art of Persuasion – Finding Volunteers

Volunteers provide much needed support for our user groups and it seems we never have enough. Through volunteering, many people discover that it gives them an opportunity to expand their horizons and learn about new things. Many people believe they don't have time to get involved, but find when they do they have a much greater sense of belonging to the user group. They can make new friends and share their talents with other members of the user group. No job is too small.

Art of Persuasion – Finding Volunteers

Know Your Members

- ▶ Learn their names (do your members wear badges?)
- ▶ Make it a practice to talk with different members before the meeting and during break time.
- ▶ Watch attendance (are they regular attendees?)
- ▶ Recognize their abilities
- ▶ Recognize their interests

Art of Persuasion – Finding Volunteers

What's important to them

- ▶ Is it status?
- ▶ Do they just like to participate?
- ▶ Do they want to stay in the background rather than in front of the group?
- ▶ Make it positive and fun whatever their motivation is for volunteering

Art of Persuasion – Finding Volunteers

Make the Task Small

- ▶ Ask for specific help
- ▶ Clearly define what's needed
- ▶ Don't ask for volunteers in a general way
- ▶ General appeal doesn't work as well as a one-on-one request
- ▶ Find the Right Person for the Right Job
- ▶ Tailor your approach to the person
- ▶ Convince them they can do the job
- ▶ Reinforce their confidence
- ▶ Assure him/her that resources and support will be available

Art of Persuasion – Finding Volunteers

Follow-up

- ▶ Are they influenced by Other Volunteers
- ▶ Are your volunteers a happy group?
- ▶ Recognize the efforts of volunteers (verbally and in the newsletter)
- ▶ Are they being criticized?
- ▶ When someone isn't doing the job, move them to another with compliments

Art of Persuasion – Finding Volunteers

Spin-off Advantages

- ▶ Volunteers hone skills
- ▶ Leads to other avenues of volunteering within the group
- ▶ Gets them acquainted with more members

Art of Persuasion – Finding Volunteers

When the Job is Getting Done

- ▶ Leave them alone
- ▶ When the job is done, give them credit

Art of Persuasion – Finding Volunteers

Remember ...

- ▶ There are lots of volunteer activities in a user group that don't require computer literacy
- ▶ Show them how to make the job easier if it's not working well

- ▶ **It takes all of us so KNOW YOUR MEMBERS**