Session 11: AP-IRNet expansion / growth / outreach strategy – how are we going to continue to grow?

Objective: In your group, discuss / identify and agree on the most suitable strategy for the CoP to grow in size (expansion of membership).

Duration: 60 min

Guidelines:

- Discuss all material from day 1 and 2, put it into context and select the most suitable growth strategy for the next 12 months – through group discussions.

1: Targeted membership:
members can each recommend up to X number of new members to register:
allows for a controlled flow of new members…
(membership is referred by a member and is approved by the facilitator)…

2: Membership by invitation – existing members can invite whoever and however many new members they want to register:
allows for a sequenced / regular flow of new members…
(membership is referred by a member and is approved by the facilitator)…

3: Membership growth by proactive campaigning – ILO Regional Knowledge Team and YE Technical Experts organize a AP-IRNet membership campaign / drive to increase membership:
allows for a rapid increase of membership within targeted audience
(membership is referred by RKT / IR team and is approved by the facilitator)…

4: Open membership – anyone can register and become a member e.g.
someone is surfing the web, comes across AP-IRNet, thinks it’s interesting and registers:
allows for a rapid increase in volume of new members
(membership is open and requires no referral or approval by the facilitator)…

- Write your groups choice on one card and place it on the wall so everyone can view and read it.
- Voting on and agreeing on the most suitable growth strategy for the CoP (15min)