

# Delaware Alpha Delta Kappa Membership Committee Chairperson's Biennium Report 2024-2026

During this biennium I attended Northeast Region Membership meetings through Zoom, led by Gay Toomey, NER Chair for Membership. In those meetings all VPMs from the eleven states in our region shared ideas and concerns for recruiting and retaining members.

I researched documents provided by Gay Toomey and by International.

All state VPMs claimed difficulties in recruiting members. We discussed many reasons why membership is down throughout the entire organization, and how this reflects a trend experienced by all organizations post-pandemic, and also because of the nature of the current generation of people not inclined to join organizations.

I attended monthly Zoom meetings to discuss MemberShift: Why Members Leave Associations and the Strategies Proven to Bring Them Back by Sarah Sladek. This book addresses declining membership in associations by challenging traditional models and offering new strategies for engagement, relevance, and growth in a changing world. Sladek argues that outdated practices are failing and provides actionable insights, based on research, to help organizations adapt to generational shifts, digital changes, and evolving member expectations to foster loyalty and reverse disengagement. Our Zoom discussions led by Kathy Beatty and other AΔK International advisors highlighted one chapter of the book per month. Breakout sessions gave us the opportunity to share with other VPMs from all regions. We focused on how we can reach out to educators of all generations to make membership in AΔK relevant for them.

I have agreed to take on this position for another two years.

## Recommendations

During the upcoming biennium, I will lend more support to the six Delaware chapters, send out monthly informational emails, and follow the steps in the new plan for member on-boarding as outlined by International.

In order for this communication to be successful, I highly recommend that each chapter appoint or elect a Membership Chair for the 2026-2028 biennium.

**Respectfully Submitted,**  
**Nancy Burkett**  
**DE AΔK Membership Committee Chair 2024-2026**