

## Retention Report Guide

It is easy to get caught up in the recruitment of new members and lose sight of intentionally retaining members once they join our organization. The purpose of this Retention Report is to better understand retention in your chapter as well as ensure we are doing our best to retain our sisters.

### WHY DO MEMBERS RESIGN?

Delta Gamma's resignation of membership form captures a multitude of reasons why members may choose to resign their membership with Delta Gamma. Below, you will find the reasons new members and members indicate resigning.

- **SCHOLARSHIP** – My grades are suffering as a result of membership, or I need to focus on professional opportunity, like studying for LSAT, GRE, etc.
- **FINANCIAL HARDSHIP** – While membership in Delta Gamma has been a valuable experience, I cannot afford the cost.
- **FINANCIAL VALUE** - While I can afford dues and fees associated with membership, membership is just not worth the cost.
- **PERSONAL** – While membership in Delta Gamma has been a valuable experience, personal circumstances have impacted my ability to remain a member.
- **CONNECTEDNESS** – I don't feel connected to members in the chapter.
- **MENTAL HEALTH** – My mental health would be better served by resigning my membership.
- **TIME** – I am too busy with other obligations and no longer have the time for Delta Gamma.
- **HONOR BOARD** – Honor Board has recommended a sanction that I don't agree with and am choosing to resign instead.
- **HOUSING** – There was not enough room for me to live-in the chapter house, or I was not granted live-out status.

### Use your Retention Report to reflect on the prompts below.

- Which population of members, new or collegiate, does your chapter see the most resignations for?
- What year in school does your chapter see the most resignations? What kind of programming does this year in school have for them? What encourages them to stay?
- What month does your chapter see the most resignations? What does the chapter calendar look like during this time? When does chapter morale decrease or peak historically in your chapter?

### How can I promote retention in my role?

Reflecting reasons why members may choose to resign their membership in Delta Gamma, the time of year they resign, and their year in school is an important first step in understanding what retention looks like for your chapter. Utilize the following prompts to identify how to promote retention in your chapter. Consider reviewing these questions during a CMT or JCMT meeting.

Activate and empower your Retention Committee. To learn more about the Retention Committee, visit [Recruitment Confidential](#) and read the "Retention" section.

What trends did you notice about your report?

What observations do you have about the time of year or year in school members are resigning?

What observations do you have about why members are resigning?

What goals do you have for retention for your chapter?

What action do you need to take to better promote retention in your chapter?

What other officers can you work with to assist in retention?

What Delta Gamma resources and campus resources can you utilize to support your goals?

