



What's New at NARFE

Spring 2018

Barbara Sido, CAE
Executive Director
NARFE



Advocacy

- Two-year bipartisan **budget agreement**
- **CDL** model a 2018 priority
- **Mid-term** opportunities
 - Relationship building
 - NARFE-PAC



***narfe* Magazine Gets High Marks in Reader Survey**

- **High** satisfaction ratings
- **Avid** readership
- Members **driven** to action



Federal Benefits Institute Continues to Attract, Retain Members

- **Expertise and resources** on federal benefits
- **Webinars** successful recruiting tool
 - More than 4,000 members
 - Chapter programs built around webinars



Membership Trends

- **The factors of membership we have control over are all trending positive**
 - Recruitment rose 28% over 2016
 - Retention at 94%
- **Month-by-month decline slowing**
- **OPM response rates increasing**



Our Image

- **Image** of the federal community
 - Influencer analysis
- **Image** of NARFE
 - Brand messaging



NARFE NEXT STRATEGIC INITIATIVE



NARFE 2021 CENTENNIAL

As we prepare NARFE to meet its centennial **strong** and **relevant**, we will begin plans to celebrate NARFE's 100th year of service to the federal community



NARFE Next is...

- A strategic initiative to ensure NARFE remains **relevant** as we approach our centennial
- Position NARFE as the **go-to resource** for the federal community



Business Model Innovation

- Examining current business model – what NARFE does and how we do it
- Want to make certain resources are appropriately allocated to provide **maximum value** to members



NARFE NEXT NOW



FEDcon18

LEARN • ADVOCATE • LEAD

August 26-28, 2018

**Hyatt Regency Jacksonville Riverfront
Jacksonville, Florida**

narfe.org/fedcon18



FEDcon18

LEARN • ADVOCATE • LEAD

NARFE's **premier** training conference

- Outstanding educational **sessions**
- Nationally recognized **experts and celebrities**
- **“NARFE Town”**
- **Tours** and **wellness activities**
- Coming together as a **community**



NARFE NEXT NEW



New Ways to Demonstrate Value

- Prototypes in development
 - Premium benefits services
 - Digital decision tree
 - Podcasts
 - Mobile app



Questions? Thoughts?

execdir@narfe.org