

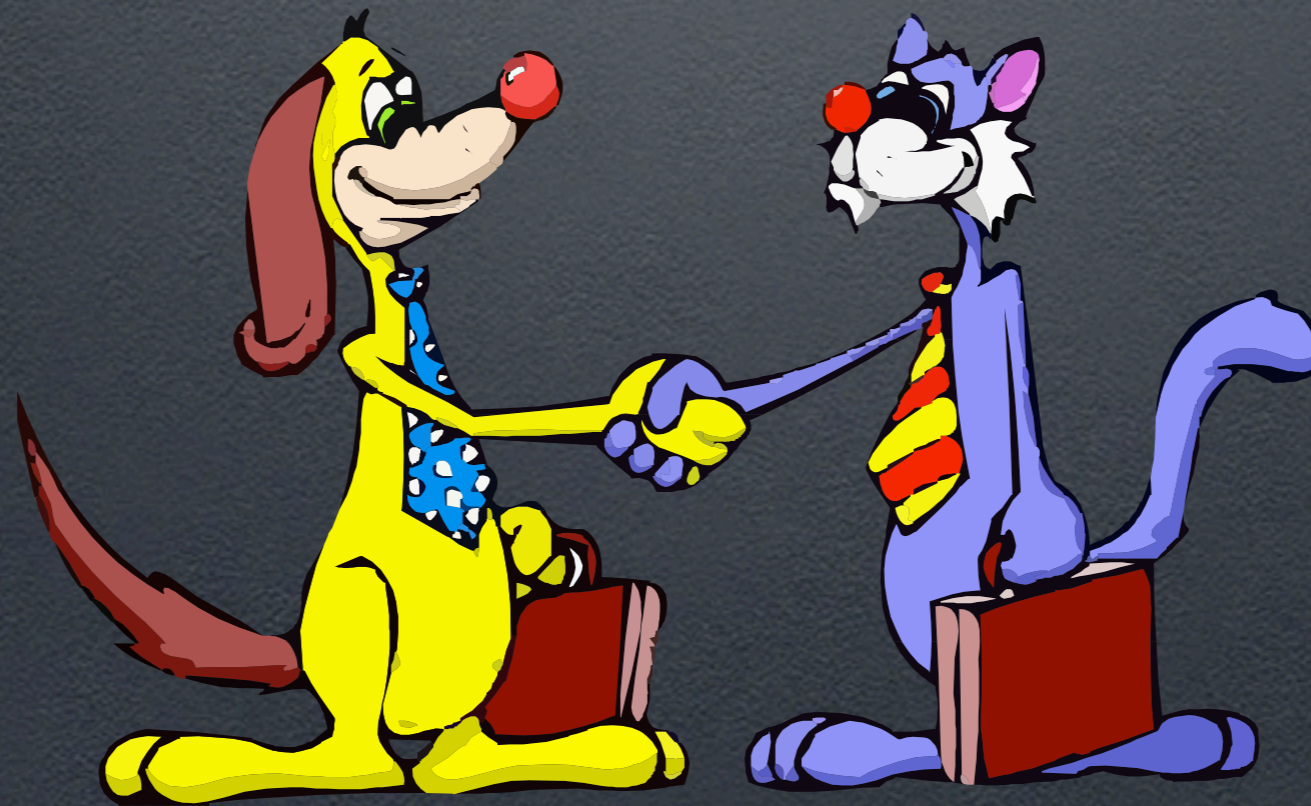


User Group  
**Leadership**  
Conference

New York • 2003



# Inter-MUG Relationships: Making Them Work





# Sarah Friedlander

- Sophomore At Rochester Institute of Technology (Major: New Media Publishing, Minor: Music).
- Mac User Since 1990.
- Long Island Resident for 19 Years.
- Frequents LIMac & LIPHUG Meetings.
- Entering 2nd Term As Vice President of MacRIT (RIT Campus User Group).





# Dennis Wurster

- Freelance Macintosh Consultant.
- Mac User Since 1992.
- Member of Various MUGs Since 1995.
- RIT Alumnus, former RIT MUG Vice President.
- Lifetime Resident of Upstate New York.
- Currently Serve of the Board of Directors for Apple C.I.D.E.R..





# Where Is Rochester?





# MacRIT

## Campus Group At Rochester Institute of Technology

- Student-Run MUG At Rochester Institute of Technology.
- Started In 1995 By 3 People.



- Recognized As A Club By RIT In 1998.
- 50 Registered Users Of Its Online Forums, Primarily Undergrads Age 18-24.

*macrit.rit.edu*



# R.I.T. Campus

## Home of MacRIT





# Apple C.I.D.E.R.

## Computer Information and Data Exchange of Rochester



- Started In 1978 As An Apple II User Group
- 170 Current Members

- 70-80 At An Average Meeting
- Diverse Membership (Students, Parents, Retirees, Etc.)

[www.applecider.org](http://www.applecider.org)



# Rochester, NY

Home of Apple C.I.D.E.R.







**“MacRIT and C.I.D.E.R. are about as different as MUGs get, but we’re building a relationship.”**



# DIFFERENCES

## C.I.D.E.R. (Community Group)

## MacRIT (Campus Group)

### POLITICALLY

**BOTH** groups are comfortable in their roles.  
Mutual respect for one another.

### SOCIALLY

- Base membership of people from age 12 to 112.
- Want technical help, general application of technology.
- Prefer face-to-face conversation.

- 18-25 year old college student crowd.
- Young, enthusiastic Mac geeks.
- Smart, hip, and 'in the know' with the mac scene.

### GEOGRAPHICALLY

- Meets near downtown Rochester in a High School Auditorium.

- 5-6 miles from downtown Rochester.
- RIT is a very isolated campus.

### SCHEDULING

- Meetings ALWAYS held on the second Wednesday of the month at 7PM in the SAME location.
- Board meetings held monthly

- Meets weekly.
- Times/Places change to accommodate students' changing schedules.

### RECRUITMENT

- Takes a more active role in recruitment.
- Ads in local magazines, newspapers.
- Distributes newsletters to local schools and libraries, trades ads w/ local radio stations.
- Flyers are distributed to any first-timers.

- New freshman every fall.
- 3-5 new devoted members per year.

### INFO DISSEMINATION

- Monthly newsletter (PDF & Print)

- Very active online message board.



**C.I.D.E.R.** (Community Group)

## **SIMILARITIES**

**MacRIT** (Campus Group)

- Like free stuff, or the chance to win something for a few dollars that they wouldn't normally buy. (Firewire Camera, iLife, iPod, PDA, etc.)
- Like to be entertained.
- Members who are curious and like to be informed.
- Members use their mac by choice, and thus it has become a hobby for them.
- Members have diverse backgrounds and interests (Photography, Gaming, Programming, Design, Publishing).



# Creating The MUG "Bond"

- ✓ **Find** Another Group In Your Area:  
<http://www.apple.com/usergroups/find/>
- ✓ **Learn** About Their MUG.  
Visit their website! Go To A Meeting!
- ✓ **E-mail Or Meet** With Their Contact.
- ✓ **Explain** Your Purpose.
- ✓ How Can Parterning With Your Group **Help** Them?
- ✓ **Find Out.** What would it take to give them what they want?





# Five Major Topics

- ★ Financial Concerns
- ★ Ideas, Themes & Content
- ★ Members
- ★ Newsletter Content
- ★ Fragmented User Interests





# Topic One: Financial Concerns



**Challenge:** Your MUG needs \$ to stay alive. Your members want \$ in action.

How does your MUG get the money for meeting space, insurance, newsletter reproduction/mailings, etc. Other than simply raising dues, how can you earn money from outside your membership?



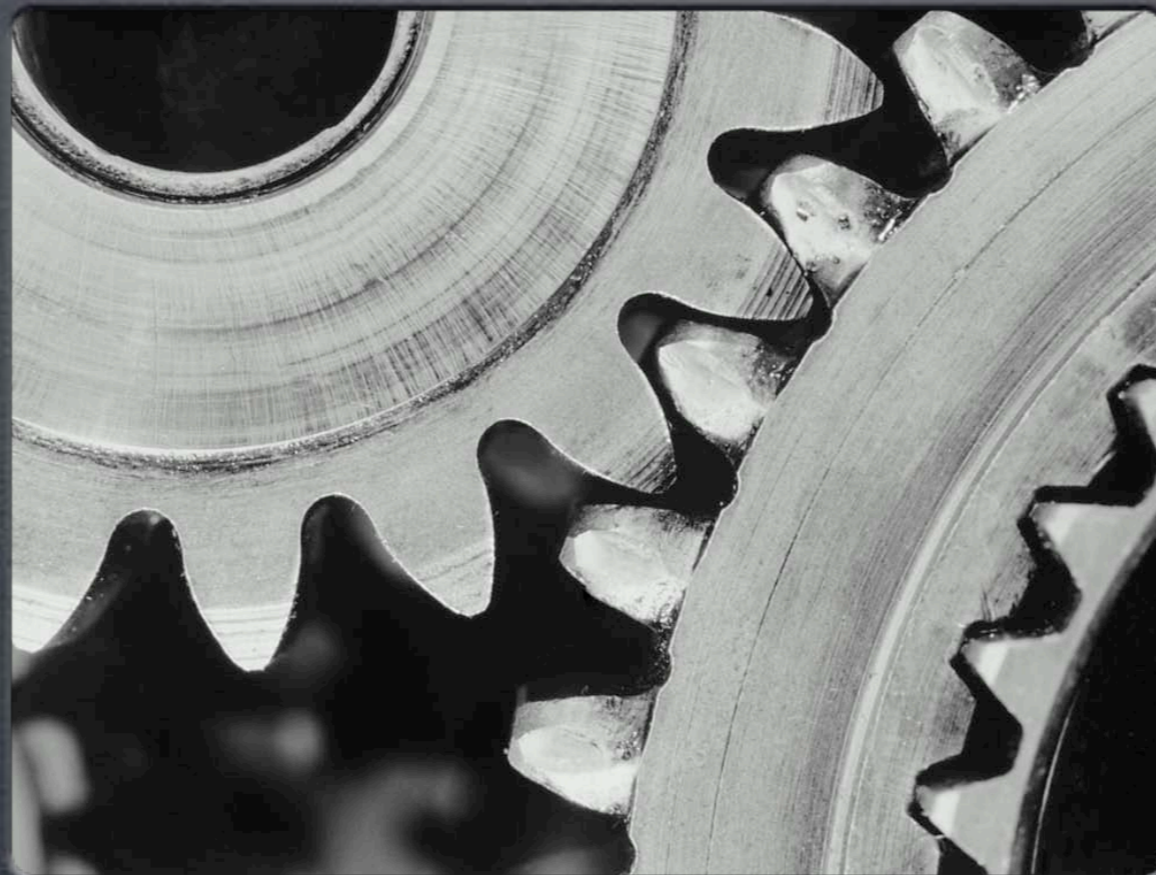
# Topic One: Financial Concerns

## The Solutions:

- ☑ Campus groups can receive funds from the school. They can use the school's facility to host their event. Co-host events. It'll make life easier.
- ☑ Have fundraisers throughout the year.
- ☑ Charge dues. (More reasonable for community groups).
- ☑ Advertising can cover the cost of newsletter production.
- ☑ Can use excess funds from advertising for picnics, speaker honorariums or equipment.



# Topic Two: Ideas, Themes & Content



**Challenge:** How do you choose interesting topics for your meetings?

How does your group decide on the topics for presentations? From where do you derive your inspiration? What local resources do you have that make your MUG unique? (local vendors, software developers, etc.)



# Topic Two: Ideas, Themes & Content

## The Solutions:

- ☑ What's the other MUG presenting? Would your members be interested in that?
- ☑ Ask your members what they want to learn about!
- ☑ Campus groups: Invite your local community MUG, they may see something inspiring.
- ☑ Write about what you know, no matter how simple it seems. Tell others about it!
- ☑ Community based MUGs: Share the 'really cool' ideas you have that you aren't sure how to pull-off. Ask the Campus MUG how they'd do it.
- ☑ Base a meeting around a product release.
- ☑ Balance out 'how-to' and 'demo' presentations.
- ☑ Hold a 'dual' e-board meeting and exchange ideas with the other executive board.



# Topic Three: Members!



**Challenge:** Reaching new members, retaining existing members.

How do you recruit new members? How do people find out about your MUG?  
In an ideal world, how would you “like” people to find out about your group?  
What’s so great about your MUG that people keep coming back?



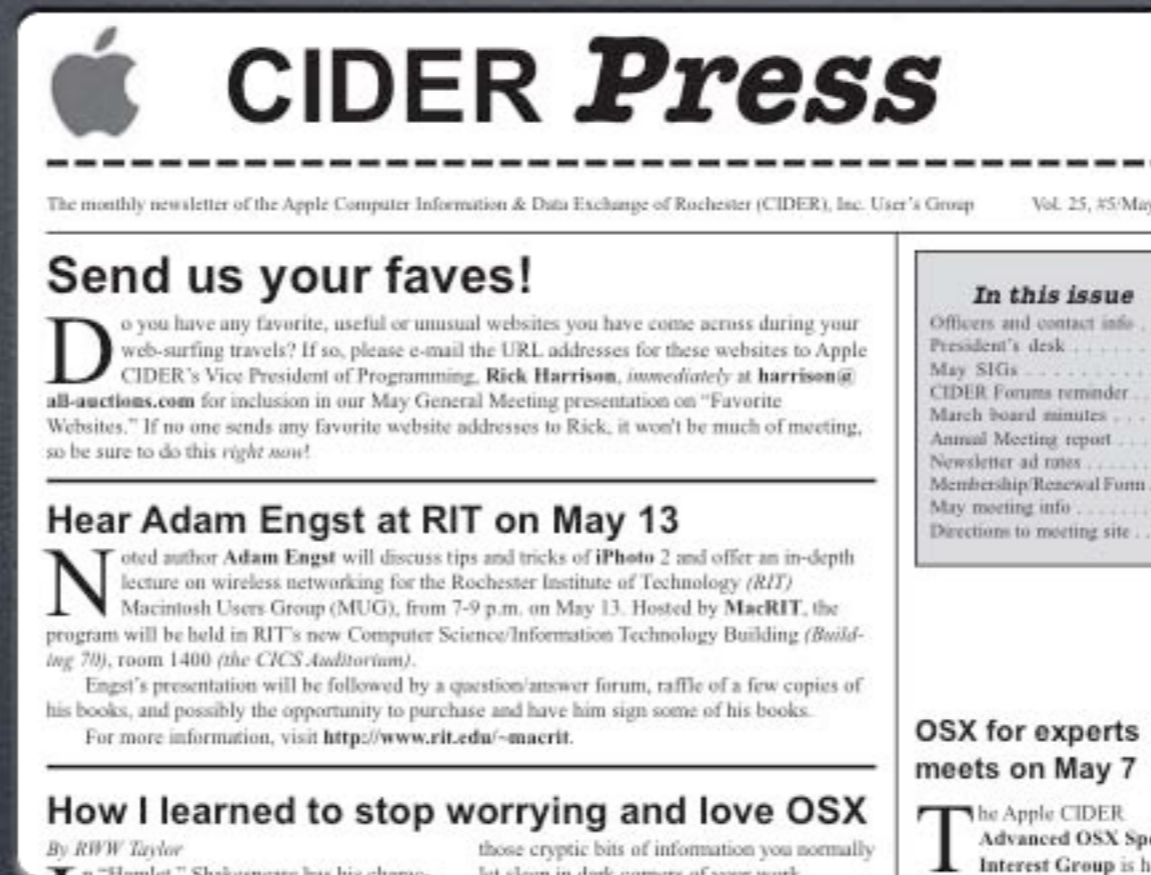
# Topic Three: Members!

## The Solutions:

- ☑ Offer free cross-membership. If you're a member of one MUG, you're a member of the other.
- ☑ Make a simple flyer to display anywhere people buy Macs or peripherals.
- ☑ Make sure to always emphasize FREE, FRIENDLY and HELP!
- ☑ Advertise at the local campus bookstore or local VAR, in local newspapers, radio ... anywhere!
- ☑ Flyer your campus! Let them know that a MUG exists!
- ☑ See if as a community group you can hold meetings on campus turf.
- ☑ Community groups would love younger members. Treat them like royalty!
- ☑ Develop a special youth SIG for younger members that would meet at the sometime as other SIGs parents would be interested in.
- ☑ Have contests with a dedicated 'youth' category. Offer prizes.
- ☑ To entice young members ... offer reduced dues and free food!



# Topic Four: Newsletter Content



**Challenge:** Breathe a fresh breath of air into your asthmatic newsletter.

What do you like best about your newsletter? Do you take submissions from other groups? Do you solicit ideas from your MUG members?



# Topic Four: Newsletter Content

## The Solutions:

- ☑ Solicit ideas from the other club.
- ☑ Check [mugcenter.com](http://mugcenter.com) for vendors that support MUGs. They will send you free books to review and write articles on.
- ☑ Include a software update section listing major updates to software and where to download them.
- ☑ Have a software shareware/freeware pick of the month. This will keep members trying new pieces of software they might not have heard of.
- ☑ Advertise your local community/campus MUG groups events.



# Topic Five: Fragmented User Interests



**Challenge:** Please the geeks, without scaring off newbies.

Do some of your members lose interest when you talk about BSD or MegaFLOPS?  
Do others lose interest when you discuss how to control-click for 5 minutes straight? How does your MUG keep members with varied backgrounds satisfied?



# Topic Five: Fragmented User Interests

## The Solutions:

- ☑ Offer Special Interest Groups to allow members to explore their fields of interest.
- ☑ Special Interest Groups should meet separately, and may report back to the general group with the knowledge that they have learned.
- ☑ Campus groups sometimes do not have large enough interest to keep a SIG moving. Team up with the local community groups matching SIG.
- ☑ Create a youth SIG within the community group. This will keep younger members interested.



# Plans For The Future

## You Gave Us Tons Of New Ideas. Which Ones Are MacRIT And Apple C.I.D.E.R. Trying?

- ✓ More Speakers, More Speakers, More Speakers. Shoot for the stars! **OR** Utilize your community!
- ✓ Cross Promoted Projects And Events.
- ✓ Sharing Ideas For Meeting Topics.
- ✓ Soliciting For Newsletter Content.
- ✓ Matching The Needs Of One Group's Members With The Skills Of The Other.
- ✓ Adding A Job Board Where Consultants Can Request Help With Small Projects For Pay.
- ✓ MacRIT to help C.I.D.E.R. to record and archive their meetings and make it available for download.





**Any Questions?**

**Thank You!**