

Tackling the Young Membership Shortage



Ontario
Co-operative
Association

Directors' Forum
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Your speakers:

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Agenda

Introduction

Panel Discussion

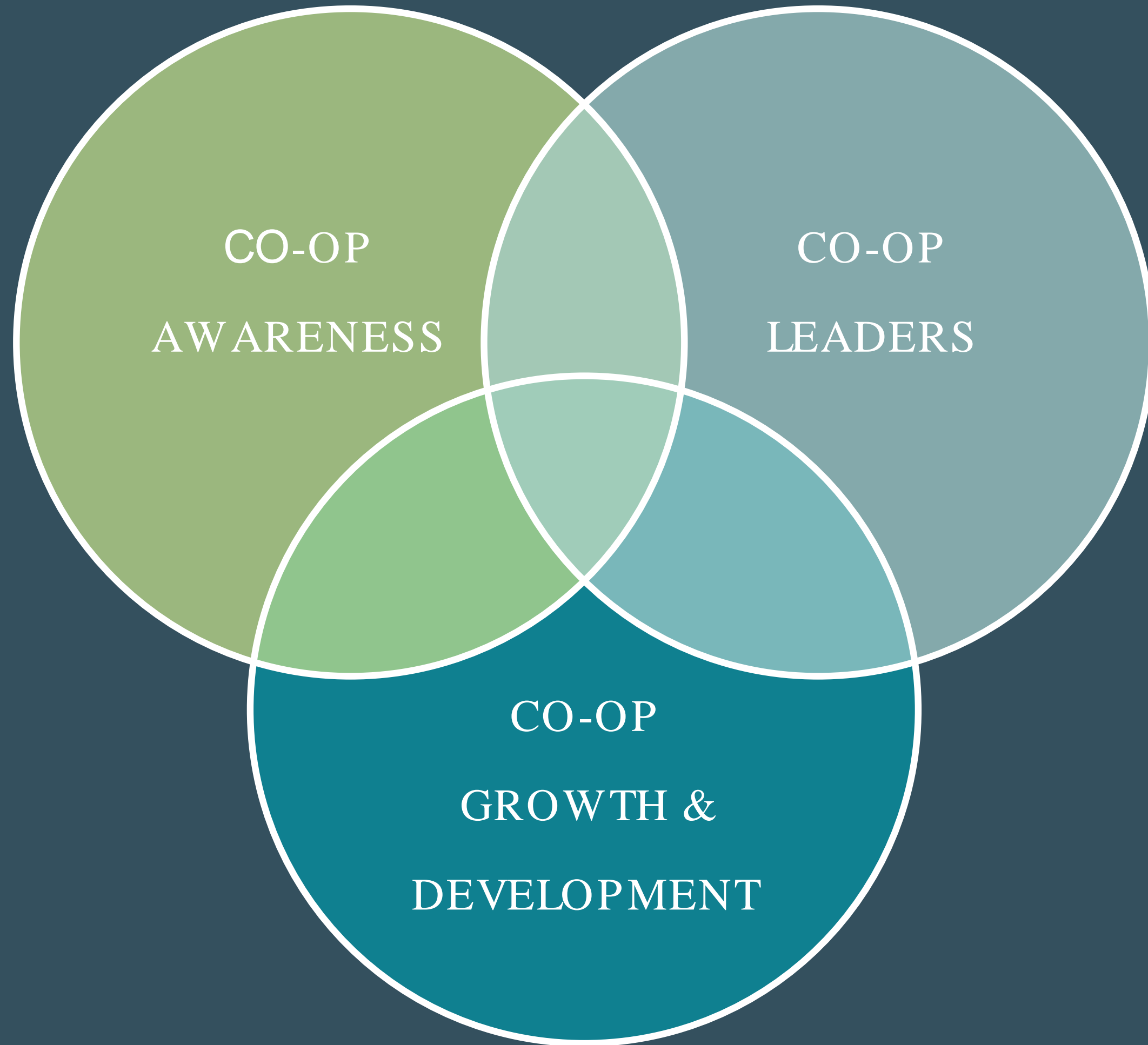
Q & A

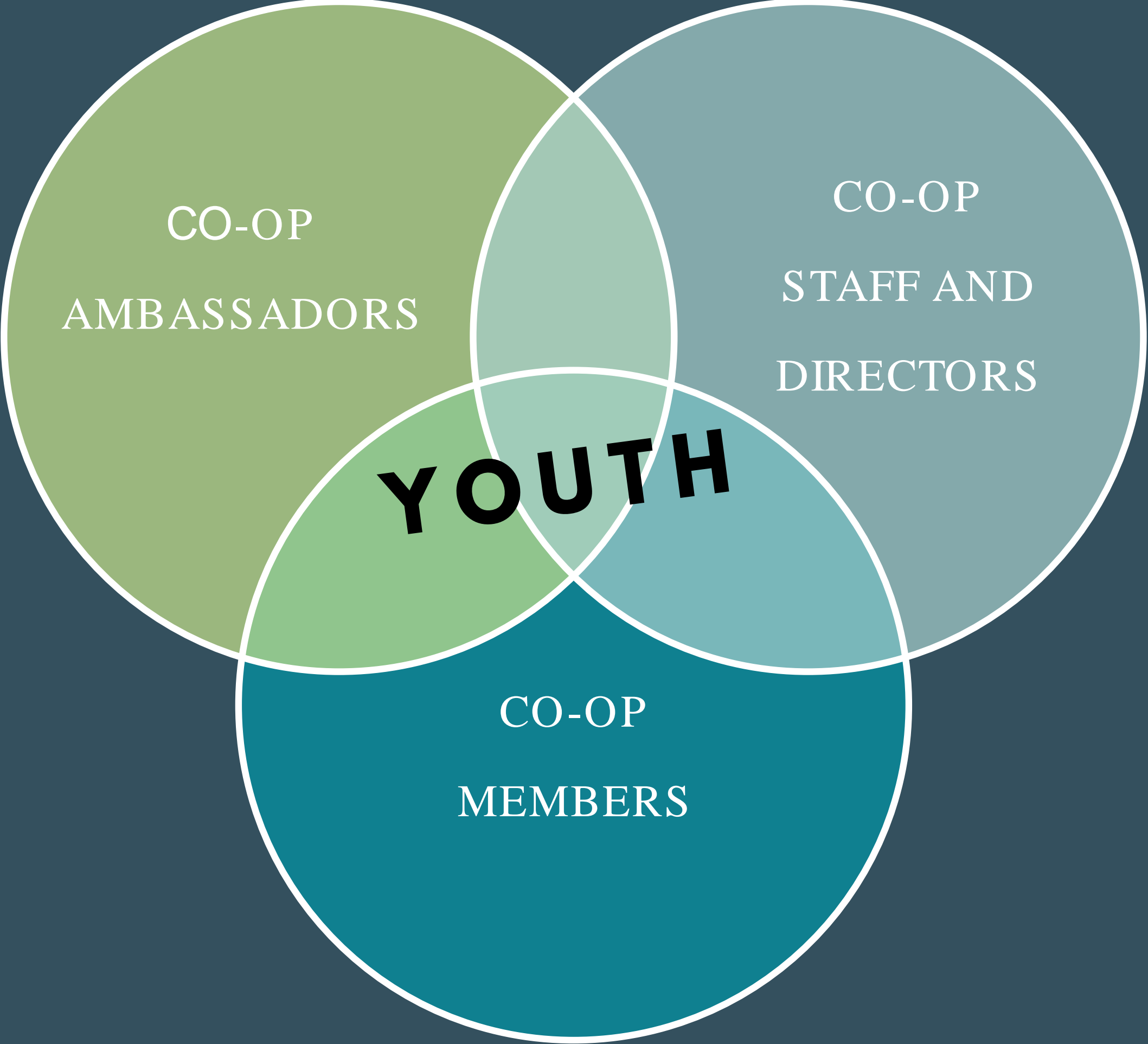


Average age of credit union members.

What are the top issues co-ops are facing?

1. Lack of awareness about co-operatives.
2. Access to capital/ financing for new and existing co-operatives.
3. Developing strong co-operative leaders.





CO-OP
AMBASSADORS

CO-OP
STAFF AND
DIRECTORS

YOUTH

CO-OP
MEMBERS

What are young cooperators thinking about?

1. Communicate the value of co-operatives.
2. Invest in the next generation.
3. Give young people the means to achieve their ambitions.



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Jillian Jones (She/Her)
Deposit System Lead
Access Credit Union



Alexandra Leavey (She/Her)
Community Financial Education
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Maya Wei Yan Linsley (She/Her)
Student
University of Victoria



Janielle Maxwell (She/Her)
Project Coordinator
Canadian Worker
Co-operative Federation



Katy McCreadie (She/Her)
Financial Experience Advisor II
Connect First Credit Union

Recommendations:

- Allow the next generation to develop.
- Invest in the next generation.
- Make room at the table.
- Diversify the table.
- Develop a presence within the educational system.
- Make co-operative involvement more credible.

Continue the conversation.

We urge delegates to connect with this fantastic panel of experts to continue this vital discussion about enhancing youth participation within your organizations. Collaborating with young leaders is crucial for our sector to achieve the objective of increasing youth membership.



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Reflection Questions:

- What values and principles within the co-operative sector do you believe resonate most with younger members, employees, volunteers, and directors?
- How can we effectively communicate these values to young people to attract them to co-operative organizations? How can we reach young people? What methods or channels do you think are most effective for reaching and engaging young audiences?
- In terms of recruiting and retaining youth as members and also as staff, volunteers, youth directors, how can we adapt our approach to better meet the needs and interests of young people?
- What barriers do young people face in terms of getting involved in the co-operative sector, whether as staff, members or entrepreneurs? Do barriers exist in outreach, awareness, opportunity, training & knowledge, start-up funding etc.?

Reflection Questions:

- What are the key factors that young members and staff are looking for in terms of personal and professional growth? How can we create an organizational culture that helps young professionals achieve their personal and career goals?
- How can we nurture and develop strong co-operative leaders in the sector who can contribute to the sustainability and success of our organizations and the co-operative sector as a whole?
- How can we ensure that the voices and contributions of young individuals are genuinely valued and respected within our organizations? How can we better provide safe spaces for young people to grow and thrive within the co-operative sector?

Thank you.

**KERR
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