

SIR Branch Assessment

Branch: _____ Location: _____

What is your Branch's Risk Level?

Assess your Branch at any time, and always in September for the new BEC.

Risk Level	Branch Health
A Low Risk	An area of strength the Branch can build on
B Moderate Risk	Potential problem area to keep an eye on for a potential unfavorable trend. Watch closely to make sure performance doesn't slip
C High Risk	An area that needs to be examined closely and an improvement goal set

Category	High Risk Level C		Moderate Risk Level B		Low Risk Level A	
	Result	Score	Result	Score	Result	Score
1. Annual membership trend	Membership decline or no gain		Net gain between 0.1% and 2.99%		Net gain 3.0% or more	
2. Median age of branch members?	78 years and above		Between 76 and 78		Under 76	
3. Number of branch & area activities? Couples	4 or less		Between 5 and 9; 2-4 couples		10 or more; 5+ couples	
4. Average annualized percent of members attending regular luncheon meetings	Less than 60%		Between 60% and 70%		Over 70%	
5. Does branch have difficulty filling officer, BEC and activity positions?	Yes to any		Sometimes to any. Uses Nominating Committee		No to all. Uses Nominating Committee and Four Steps to choosing volunteers	
6. How does branch recruit new members, and recognize members for bringing guests?	Relies solely on current member referrals		Reward members for recruiting, use branch brochures, Sir cards, etc.		Uses methods beyond member referrals/reward; Has an active Recruitment Committee, website, unique programs	
7. How does branch involve new members (NM)?	Wait for them to volunteer		Orient NM and learn their interests. Suggest activities to join		Encourage NM to share an activity responsibility. Ask him to choose a RAMP Committee for a year.	

Branch Risk Levels: Mostly A's are Low Risk; Mostly B's are Moderate Risk; C's are High Risk

After checking the boxes, discuss your results with your Branch Sirs. C's are high risk and a priority for new goals and action plans. B's are moderate risk and need effort to change to an A. While A's are low risk, the areas should be monitored for any negative change.