



Second Century

Change is In the Air

I'm writing this weeks before you're reading it, sitting in COVID isolation, in the sweltering heat during a tropical storm-induced blackout, hoping that life will be very different come October. Despite the circumstances that have many of us feeling stuck and looking forward to a "new normal," amazing changes are taking place at ARRL during this time. From new benefits, to online engagement opportunities, to new technologies and communications, change is in the air, actively reimagining possibilities, developing opportunities, and pushing us to innovate.

Change is nothing new to ARRL, having weathered many world-altering events over the last 106 years and proving time and time again to be adaptable and resilient. In looking at our history, it is clear to see that change, while daunting, can be an opportunity and driver of improvement and growth. Welcoming change is how I see membership, marketing, and communications helping to advance ARRL throughout the next century. Unlike the disruptive changes occurring in our lives today, strategic, incremental changes are planned to help ARRL grow in membership size and member experiences, and get all members more active and involved in ham radio. We're also planning ways to increase our revenues, so we're better equipped to serve members and give back to the community. We look *to advance the art, science, and enjoyment of amateur radio* among those of you who are our most loyal, long-time members as well as those who are new to the ham radio community.

These changes began well before the pandemic, when various departments collaborated on a series of new benefits that help you get more value out of your ARRL membership. Early 2020 brought new offerings such as the *On the Air* magazine, podcast, and blog, which provide resources for those with a beginner-to-intermediate level of experience. Member access to the digital editions of all four ARRL magazines was launched in spring 2020, giving members a look not only at *QST* and *On the Air*, but also the advanced theory and projects available in *QEX*, as well as the radiosport commentary, interviews, and contest results that *NCJ* presents for more seasoned hams.

This summer, we added the benefit of the *ARRL Learning Network*, featuring a series of member-volunteer-led educational webinars, both live and recorded for convenient listening; and *The Current*, a

monthly email communication highlighting articles from all four ARRL magazines, along with news about new and featured ARRL products and benefits, upcoming events, and more. Speaking of events, in response to the changing comfort level with attending in-person events, this summer we began testing virtual platforms and investigating hybrid event options for future opportunities to engage with you, should face-to-face events not be possible.

Coming later this fall, a host of online member service enhancements will take place, including an updated e-commerce system that will allow you to renew your membership, donate to ARRL, and buy a book — all in one transaction. This new system will also connect you to the ARRL Learning Center in the future, providing online learning on a variety of radio communication and technology topics.

The investment in this new technology will also allow us to launch a digital membership option to accommodate those of you who prefer digital delivery of your magazine membership benefit. Other upcoming developments include an onboarding program to better engage new members and re-engage lapsed members, new strategies to assess and revise products and publications, enhancements to ARRL's social media presence, and improvements to the email communications you elect to receive through your online profile.

Even with the disruptions of the past few months, many positive changes have sprouted and grown and are working to transition ARRL through these uncertain times. As more of you become active and engaged, your involvement will continue to help ARRL evolve and thrive well past the next century.

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