Membership Committee - Meeting Notes

March 6, 2012: Bruce Oswald, Sheri Norton, Carol Zollweg, Christa Hay, Debby Parker

<u>Bruce</u>: looking for strategies to grow

Membership page online – video, welcome packet

>   user name & password to login

>   capability to remind members near expiration date: draft a message

>   @ join: send welcome email, 'please join a committee', effective m'ship dates

<u>Carol</u>: some lag time between joining & update posted online

Paypal notifies Christa, Carol updates the DB, and notifies Julie (who sends welcome) – how often, weekly? Can someone else be added to the paypal notification? (No)

Christa joined the call.

<u>Christa</u>: New member completes form online, directly updates the DB

<u>Bruce</u>: any risk to sending welcome when they fill out the form (payment not confirmed)?

<u>Sheri</u>: paper & cash @ conferences

<u>Carol</u>: it's an Access front end to the SQL table

<u>Christa</u>: sometimes the buyer is not the member (gift/employer)

<u>Debby</u>: usually, any time you join (anything) online, you get instant feedback via email.

<u>Discussion</u>:

what year(s) to credit a member depending on when they join.

No decision was reached.

<u>Incentives</u>:

Currently, non-members pay $10 for presentations, get a complimentary membership.

Webinars & training

>   Bring in x new members, your m'ship extended for a year?

>   Annual drawing from m'ship (for?)?

[Research on m'ship drives: benefits to new members, benefits to the profession from increased m'ship, retention]

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