

Membership Committee Meeting Agenda

Date: **Tuesday, October 1, 2019**

Time: **1:00 Pm**

Call Information: **Number: 1-857-232-0476**
Meeting ID: 610224
Host, only Pin: 4128

- I. Welcome and introductions
- II. Review Notes of the September 3, 2019 Meeting (enclosed)
- III. Review of Board decision on increasing Membership dues and effective date.
- IV. Student Membership Project Update.
- V. 2020 Membership Campaign Planning:
 - a. Message and challenge to Board Members for recruitment assistance: "One and done"
 - b. Campaign schedule
 - c. Campaign Materials
 - d. Other Campaign issues and ideas, etc.
 - e. Membership and staff tasks to prepare for the campaign.
- VI. Miscellaneous
- VII. Next meeting: November 5, 2019



**Notes of Membership Committee
September 3, 2019**

Present: Jack Salo, Heather Brown, Richard Merchant, Mandy Qualls, Karin Blackburn, Sara Wall Bollinger
 Excused: Tess Barker, Jenny Leszyk

1. Notes of 8/6 accepted.

2. Current status

Karin provided a report of current dues received and a forecast of how this would increase if the new dues structure were implemented.

	# of Members	@ Current Price (\$10)	@ New Price Effective 10/1/19 (\$20)	
Student Memberships	28	\$280.00	\$560.00	
	# of Members	@ Current Price (\$55)	@ New Price Effective 10/1/19 (\$75)	
Individual Membership	30	\$1,650.00	\$2,250.00	
Organizational	# of Members	@ Current Price	@ New Price Effective 10/1/19	
Level 1 (\$125)	6	\$750.00	\$1,950.00	Level 1 (\$150)
Level 2 (\$140)	7	\$980.00		Level 2 (\$175)
Level 3 (\$150)	5	\$750.00	\$1,000.00	Level 3 (\$200)
Level 4 (\$160)	10	\$1,600.00	\$2,500.00	Level 4 (\$250)
Level 5 (\$175)	8	\$1,400.00	\$2,400.00	Level 5 (\$300)
Level 6 (\$200)	23	\$4,600.00	\$6,900.00	
Total Membership Revenue		\$12,010.00	\$17,560.00	

3. Jack shared with the group that Executive Committee has proposed moving up the implementation date for the new dues plan to immediately following the Annual Meeting – October 1, 2019.

- The Executive Committee did not feel the increases were large enough to require budget planning time

- This will require work on the website that was not planned for this month. Ashleigh will let Karin know if this timeframe is feasible. We will know prior to the announcement at the Annual Meeting.
4. Mandy reported that she has been recruiting faculty at Binghamton University, Ithaca College and SUNY Upstate to form Planning Committees to provide input for the student membership project.
- Planning Committees will meet in September
 - Faculty at Binghamton are most enthusiastic and even expressed interest in publication
 - ✓ We will need to check with NRHA about publication
5. 2019-20 Membership Campaign
Sara reported that 71 'prospects' were identified and contacted by Board members, but this effort resulted in only five new member organizations. She suggested that each Board member be asked to recruit one Organizational member.
- Discussion:
- Simpler is better – 'one and done'
 - One personal contact is not a heavy lift
 - Staff will need to provide a good information/recruitment packet
 - Describe NYSARH accomplishments/value of membership
 - Suggest 'sectors' to recruit from
 - Still a good idea to have a focused 'campaign' in November, even though membership can begin at any time
 - Jack will follow up with Barry regarding an idea he shared last week
6. Next meeting: October 1, 2019 at 1 PM.

Respectfully submitted,
Sara Wall Bollinger