

Membership Committee Report for 2006 - 2007

The membership committee, with the help of President Linda Dona and Board Liaison Karen Teig, has accomplished quite a bit this year!

Instead of making phone calls to those who have not renewed, we tried utilizing e-mail this year. We realize that we did not reach everyone with this, as not all past members have current e-mail addresses in our system. We are hoping that next year we can perfect this system and perhaps also have a membership campaign that reaches not only the last year's nonrenewals by phone that do not respond to e-mail but past members that have not renewed for several years as well.

Several things were suggested to the board and implemented this year to encourage membership. Perhaps the biggest one of all is a new "Members Only" section for our website! It will be a secure area, with username-and-password access only. We are excited about the utilization of this into the future as we grow and learn how this could best be used to benefit our members. Several ideas have already been implemented, including posting old In Verbis magazines and specific articles to the members-only section; a ***full*** membership directory listing, including addresses and personal e-mail addresses for officials; all of the ICRA happenings e-mails sent out periodically by the president to members only to keep members updated in between In Verbis publications; and plans are in the works to post manuals and guidelines for our members in this secured section as well. It is a work in progress, and hopefully this area will continue to grow rapidly to benefit our members! A splash page is included in your packets to roll out this new feature, including your username and password, so be sure to look for it and keep it in a safe place!

Confidentiality wording has been added to the header of our membership directory. It is important that members not distribute our electronic membership directory and keep our information confidential! We have officials' personal e-mail addresses now included, and we also need to keep our residential address information under wraps for security purposes.

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A proposal for a \$25 reactivation fee for membership was accepted by the board, to be implemented starting next January. Memberships not paid within 60 days of January 1st, 2008, will incur a \$25 reactivation fee. Members who do not renew by January 1 of each year will not receive their February In Verbis, and they will not receive member e-mails nor have access to the "Members Only" section of the website until their membership is paid. This is to encourage membership renewal by all before the June convention! It is important that our members are members all year long, and we are doing what we can to encourage a strong year-long membership!

Linda Dona has been instrumental in helping to alter our membership application layout so that it is easier to read and easier to check the appropriate boxes for Professional Designations, Certifications, and Services Offered. These categories are important to have filled out accurately to ensure we take care of our member needs, so please take the time to make sure these are accurate on your membership renewal app next year. A signature line has also been added at the bottom of the app to encourage double-checking of all of your information for accuracy, including your personal e-mail address for member e-mailings! Your attention to this will be appreciated. We have also added a place for freelancers to insert their business website URL, to be added to the member database and included on the membership directory in the future. Another addition to the membership app is a check box to order a copy of the procedures manual. This will create awareness for all members who are new to the profession or are moving here from another state that we even have this wonderful document available for use.

Submitted by

Michelle Kirkpatrick
Membership Committee Chair