

## **IWEA Membership Committee**

Committee Report

December 6, 2018

### **2018/2019 Committee Goals**

#### ***And achievements***

1. Membership database
  - a. Clean up the membership database  
*The database has been cleaned up and duplicate records and issues with affiliate member have been resolved.*
  - b. Initiate the “Dripper” system.  
*After some initial learning curve issues the dripper system was initiated, and will provide dues reminders and thank you emails for payments. Reminders will be issued on the second Thursday of every month.*
2. Explore methods to bring in new members,  
*Little activity on this front.*
  - a. Tapping into new member opportunities
    - i. Explore assistance that Membership can provide to other committees Develop methods to assist other committees in bringing in new members
    - ii. For seminars -- discount rates for seminars (non-member rates set to encourage membership)
    - iii. Convey the message regarding Professional Development hours, member benefits, savings etc.
  - b. YP engagement to be a focus
    - i. YP focused events to target and drive YP membership
    - ii. Kelly to serve as liaison to YP committee
  - c. Work with Social Media, Marketing, Website committees to spread the word.
3. Budget – Initial budget request \$1,000. For membership drives, activities – exact activities to be determined.  
*No spending as of the date of this report.*
4. IWEA working with WEF on WEF membership drive initiative  
*After some initial confusion IWEA is working with WEF on WEFs*
  - Need to determine the who, what, where, when, why, how of initiative.
5. Need to identify liaisons with other relevant IWEA committees and WEF membership committee.

### **Committee Activities**

Committee meeting (teleconference)

*-held on 8/29/2018.*

*-held on 11/08/2018*

- IWEA Website
  - Training held in early July, Ted, Fred and Anthony participated.
  - Clean up the database
    - *Database has been purged of duplicates, and is being checked periodically and specifically prior to mailing list requests.*
  - Initiate Dripper System Contained within website
    - *Dripper system is being used.*
  - *Assisted Webmaster in updating site information for Executive and Chairs contacts and few of the individual committee pages.*

*Newsletter-*

*Committee continued to provide an article welcoming new members to the Association.*

**Seminar Discounts**

Dan and Ted recall discussions at the previous Executive Committee/Chair meeting, have indistinct recall of outcome of discussion and will request further direction from the Committee at the meeting on the 14<sup>th</sup>.

Anthony reported that at a recent seminar 29 or the 40 registrants were IWEA members.

**WEF membership drive**

*Participated with WEF (after some initial difficulties on their joint acquisition campaign, which recently reported 10 new memberships associated with WEFTEC 2018.*

**YP**

*Meet and greet for YP's and Executive and Committee Chairs held 9/15.*

**WEFTEC 2018**

*Anthony and Fred attended and included the WEF membership committee meeting in their schedule.*

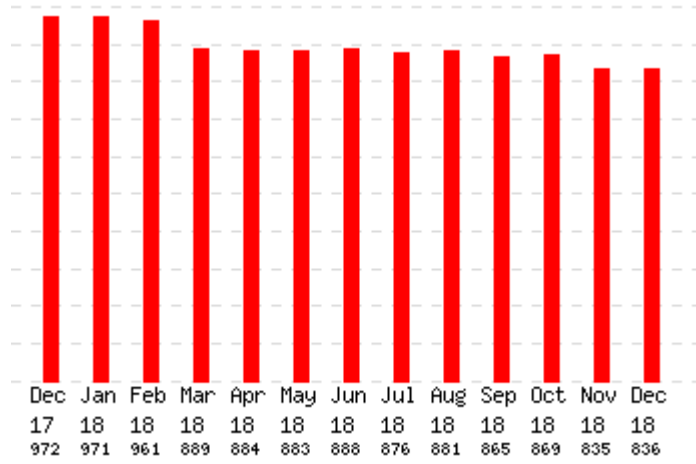
**Membership Database**

*As of 11/28/18 there were a total of 835 active members of which 120 are listed as affiliate members. (9/5/18 - 851 active, 11/30/17 974 (the year over year difference is in part explained by the duplicate records, which were corrected. There was also a sharp dropoff in MA only members, in March (from 171 to 98, slowly recovering slightly to 121 as of December). WEF membership renewals are not always effective in renewing MA membership, this seems to have something to do with individuals transferring MAs.*

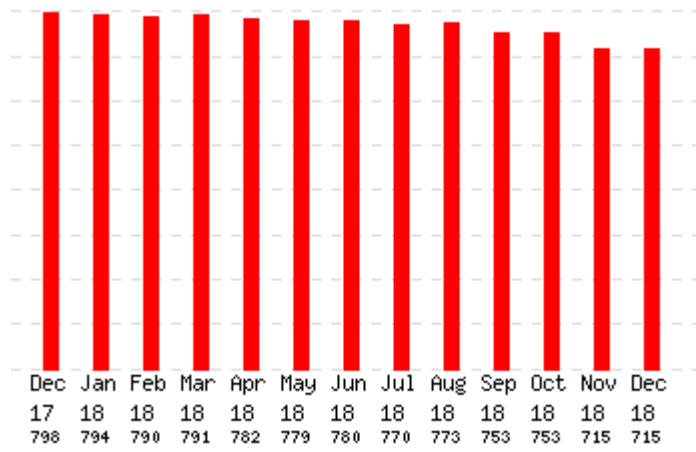
**2018/2019 Committee Members as of 9/7/2018**

Ted Denning, Chair  
 Anthony Giovannone, Vice-Chair  
 Jay Belanski  
 Dan Collins  
 Kelly Locherbie

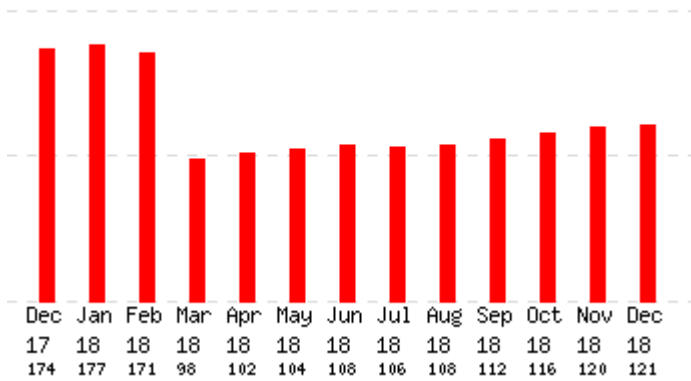
### Fred Wu, Past Chair



### All Members



### WEF Members



### Affiliate Members only