

Membership Committee

Committee Members: K. C. Bell (Chair), G. N. Cameron, A. E. Cheeseman, N. U. de la Sancha, J. M. Duggan, J. Eggleston, A. W. Ferguson, E. J. Finck, B. J. Gaston, T. E. Lee Jr., E. P. Lessa, S. P. Maher, S. G. Mech, J. O'Neill-Englund, M. I. Pardi, B. P. Tanis, K. H. Thibault, T. E. Tomasi, J. A. Yunger, Z. Roehrs.

Mission:

The Membership Committee tracks current membership trends in the Society and is involved with both membership recruitment and retention. In addition, the committee works with Allen Press to correct membership bookkeeping problems that arise.

Information Items:

(1) The Committee is working on generating materials to promote the Society. A proposal was sent to the Society leadership to fund purchasing these materials. We hope to have them available at the 2017 meeting in Moscow. These materials are to increase the visibility of the Society to potential members and give items to new members. We are working to develop a comprehensive marketing strategy that will include maintaining a manageable inventory for sales and promotional giveaways at the Annual Meeting as well as exploring a print-on-demand web-based store that will permit sales throughout the year. Several models are available and the Committee will discuss the options at the Moscow meeting. For the 2017 Annual Meeting, the Committee has identified materials in three different categories to reach different audiences.

(a) Category 1 – Potential members participating in other societies

To reach potential members that are participating in the meetings of other societies, we are working to generate materials to be given away at those meetings branded with the ASM logo, Society name, and website.

(b) Category 2 – Potential members that interact with current members

To reach potential members that interact with current members (e.g., students), we are working to generate materials to be sold at the Annual Meeting. These items will have the ASM logo and Society name and sold with a marginal mark-up. The proceeds from these sales will be designated to support student attendance at the 2019 Centennial ASM meeting in Washington D.C.

(c) Category 3 – New members

To welcome new members and encourage meeting attendees to join, we are working to generate t-shirts to be given away to first time attendees, new members, and members that join at the 2017 ASM Meeting in Moscow. These t-shirts will be branded with the ASM logo and Society name.

(2) We sent emails to new members, non-members, and first-time attendees registered for the 2017 Annual Meeting in Moscow. Emails to non-members directed them to the Membership page on the Society website.

(3) The Committee is coordinating to support activities of the Graduate Student and Human Diversity Committees at the Annual Meeting to welcome new members and provide structure and support for first-time attendees.

Action Items:

(1) Develop a comprehensive marketing strategy to promote the Society. This details of achieving this objective will be outlined at the 2017 Annual Meeting.

Respectfully submitted,

Kayce C. Bell

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