

Membership Committee

Committee Members: E. J. Finck (chair), G. N. Cameron, A. E. Cheeseman, N. U. de la Sancha, J. M. Duggan, J. L. Koprowski, T. E. Lee Jr., S. P. Maher, S. G. Mech, J. O'Neill-Englund, M. I. Pardi, Z. Roehrs, B. P. Tanis, K. H. Thibault, T. E. Tomasi, and J. A. Yunger.

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 continues to work to generate materials to promote the Society. Initial thoughts were that we would purchase and resell some items to create a source of funds to support student attendance at the 2019 Centennial ASM; however, our federal tax status precludes such an approach. A proposal was approved by Society leadership to fund purchase of materials for two categories to increase the visibility of the Society to potential members and provide a welcome gift to new members.

(a) Category 1 – Potential members participating in other societies
To reach potential members that are participating in the meetings of other societies, we purchased to be given away at those meetings branded with the ASM logo, society name, and website.

(b) Category 2 – New members
To welcome new members and encourage meeting attendees to join, we generated t-shirts that were given away to first time attendees, new members, and members that join at the 2018 ASM Meeting in Manhattan, KS. These t-shirts were branded with the ASM logo and society name. The practice continued with the 2019 ASM Meeting in Washington, DC.

(2) We proposed to Society leadership at the 2018 ASM Board of Directors that we would create an online store through Café Press that will permit ASM to design and select products that we would like to sell through the store. Café Press sets a baseline cost and the Society can create an ‘up charge’ that creates the proceeds that ASM nets via a monthly check. No hosting or other additional fees to the Society are sustained. We can provide any number of designs to be produced as this is a print-on-demand service with materials, production, fulfillment, shipping, customer service and returns handled by Café Press. We completed this store in a very basic form in December 2018. Café Press was continued in 2019. The store site is linked to the ASM website for members (or non-members) to purchase items throughout the year. We believe that the model is viable and will look for the committee to begin to modify the aesthetics of the site over the coming year and add more designs from past annual conferences, mammal image library and member submissions.

(3) We sent emails to welcome new members, non-members, and first-time attendees registered for the 2020 Meeting in Boulder, CO. Emails to non-members directed them to the Membership page on the Society website.

(4) The Committee is coordinating to support activities of the Education and Graduate Student Committee at the annual meeting to welcome new members and provide structure and support for first-time attendees.

(5) The Membership Committee did not meet in 2020 due to the cancellation of the annual meeting because of the Covid-19 pandemic. We are planning a Zoom meeting for the summer of 2020.

(6) We plan to concentrate on recruitment at the IMC in 2021.

(7) For the remainder of 2020 we will concentrate on how to strengthen retention of members.

(8) John Koprowski has resigned Chair at the end of the 2019 meeting and Elmer J. Finck was appointed new Chair in October 2019.

Action Items: None.

Respectfully submitted,

Elmer J. Finck

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