

## Membership Committee

Committee Members: J. L. Koprowski (chair), K. C. Bell, 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, 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. The items were available for attendees at the International Mammalogical Congress 12 in Perth in July 2017 as well as the Congresso Brasileiro de Mastozoologia and The Wildlife Society in Albuquerque in September 2017.

**(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 2017 ASM Annual Meeting in Moscow. These t-shirts were branded with the ASM logo and Society name. The practice will continue with the 2018 ASM Annual Meeting in Manhattan.

(2) We will propose to Society leadership at the 2018 ASM Board of Directors meeting to 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. The store site can then be linked to the ASM website for members (or non-members) to purchase items throughout the year. We propose to pilot this for one year and revisit the model.

(3) We sent emails to welcome new members, non-members, and first-time attendees registered for the 2018 Annual Meeting in Kansas. 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 will meet in 203 from 12 noon to 1 pm on Wednesday 27 June 2018.

**Action Items:** None.

**Respectfully submitted,**  
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