

CO-6

MPLA Membership Committee
Board Report 10/3/08
Basha Hartley
MPLA Membership Chair

The Membership Committee is charged by the MPLA President to “look at the declining membership and help the [MPLA Board] with an overall plan to reverse the issue.” In this difficult economic climate, we are challenged to find value in every organization and every dollar spent.

The Committee consists of members from several states in the MPLA region. We are only able to meet via telephone conferencing and e-mail. However, the group is resourceful and eager to help in whatever way they can.

Last year’s Membership Chair, Michele Seikel, did a wonderful job looking at the issues and brainstorming solutions. The current chair is pleased to continue her initiative.

The Membership Committee is looking at MPLA merchandise to be sold at conferences. Membership Chair will be bringing samples and prices to the Board Meeting in Denver on October 11.

For the last two years, the Membership Committee has sponsored the New Members Breakfast. We are hoping to continue this event annually.

Last year the Membership Committee sponsored a walking tour of Salt Lake City at the Conference. While Wichita may not offer the same walking opportunities, the Membership Committee is looking at fun conference activities. Rita Severt from Kansas has some great ideas which we will be working on!

Megan Tomeo from Colorado also has some great suggestions. She suggests that we make the “Join MPLA” button on the website bigger and easier to find. She suggests that we put the MPLA logo on the State Association websites which leads to a short blurb describing the benefits of belonging to the MPLA.

In addition, Megan recommends that we offer incentives to recruit new members. She suggests that we give a \$10.00 membership discount to MPLA members who recruit 5 new members. She says it would be “simple to implement with an additional line on the form *MPLA was recommended to me by...* and tracking on Judy’s part.” (Megan apologizes for even the suggestion of making more work for Judy!)

Barbara Ray has finished repainting the conference display table drapes to match new logo and the results are great! Many thanks go to Barbara for her fine work.

Our President, Rob Banks, has sent an e-mail to 520 past members whose membership has lapsed encouraging them to renew their membership. He has received input from this effort and hopefully we will see some renewals.

Both the President and the Membership Chair have sent welcome letters to new MPLA members. It is a challenge to communicate the commitment and excitement for MPLA that we feel to the new members. How does one describe the many benefits of our organization?

The Membership Committee welcomes any ideas from the MPLA membership as well as the MPLA Board to keep our numbers from decreasing. Thanks to one and all for their input.