

MPLA Membership Committee Report

October 19, 2011

The membership committee, along with Dana Braccia and Judy Zelenski, met via conference call on September 13, 2011.

Dana reported that she was able to get BWI as a corporate sponsor and they will be heavily involved in our membership rally.

The main topic of the meeting was to nail down details of the membership rally, which is currently running and will conclude in January 2012. The MPLA state that receives the most new/renewed members during the rally will get bragging rights plus a whole lot more, so help the state reps by soliciting members from your state. State reps, membership committee, communications committee, and others are getting the word out about the competition. I've even posted a message on my personal Facebook page.

Other discussion during the meeting

- membership committee chair will get names of those who signed up for the free MPLA memberships at state conferences (and didn't win) and will send them a special invitation to join anyway
- Laurie had a good idea of one-on-one mentoring of those who win the free MPLA memberships, but don't renew. Judy sends a message to them when renewal time comes, but if someone from the membership committee also encourages them, that may be the extra push needed to get a renewal
- we also need to highlight the fact that even though people may not be able to attend MPLA conferences, it is still beneficial to be a member because many of the presentations are posted to the MPLA website after the conference is over

The membership committee continues to send out welcome messages to new members. The list is supplied monthly by Judy.

Respectfully submitted,
Brenda Hemmelman, chair