

Membership Director's Report
April 30, 2012

As of Monday, April 30, there are 825 members (813 individuals and 12 organizations). This week a thank you email will be sent to the 57 new and renewing members.

As discussed at last month's meeting, I plan to send an email to lapsed members to invite them to renew their membership and/or to get some feedback about why SLA and our chapter are no longer a part of their professional toolkit. As an addendum to this report, I am attaching a list of about 70 people whose membership lapsed between December 2011 and March 2012. I request that the chapter leadership review the list by May 7. If you know any individuals on the list, please forward information that would give me some insight about them and their current status (i.e., retired, unemployed, likely to renew, other relevant comments) so that I can target any communications accordingly.

As I reported last month, Abi Morgan of the Communications Committee volunteered to help me update the brochure. Abi did a great job of fleshing out my initial ideas, reinvigorating the message, and bringing this project to completion. I hope this very dry monthly report does not diminish my thanks for her efforts. I will bring color copies of the finished product to the board meeting, and will work to get it posted on the website so that it is available for program planners to print out and distribute at their events.

Over the coming weeks I will review and update the membership information on website.

Respectfully submitted,
Jenny Wood