

**Membership Director Report
March 2014**

1. Member Statistics

TOTAL CODE DESCRIPTION

4	Retired Member 45
40	Full Member - AE
9	Life Member
10	Organizational Member
3	Honorary Member
339	Full Member - AM
145	Full Member - AP
64	Retired Member
15	Full Member - AU
56	Student Member

Total: 685 Members

2. Short Term Goals

- **I discovered that there hadn't been a membership report in a while, and this data is valuable. I plan to go back and pull old statistics and try and spot any trends in order to pinpoint some areas where we can focus attention and understand why numbers are consistent but down.**
- **When trying to write up my first report, I discovered there were no pre-existing templates, instructions, or tips on the Membership Director page. I hope to update that with all of these things and anything else that I find helpful in my time as Membership Director.**

3. Long Term Goals

- **Work with Chris and James King to implement and use a new CRM tool to gain more information about our membership and use that information to better target useful content, programs, and ways to keep members with SLA.**
- **Work with Kathy Kelly to get a more active and involved membership.**
 - ❖ **We have already started working together in coming up with ideas and ways to modify the system in place so that members will have an easier time getting involved and learn about ways to be active in more places.**