



Background & National/Regional/State MRC & MSC Organization

- Membership composed of: Member Recruitment & Member Services (Retention)
 - Two separate committees at national level MRC/MSC
 - Can be a problem for states that are not structured in this manner
 - Few states have gone to this structure
 - Pros: no confusion with messages and activities; more members involved
 - Cons: more members needed to serve
 - Other alternatives: Membership Committee with sub task forces concentrating on the 2 distinct branches of Membership; still requires more members involved
 - MRC & MSC have national committee charges and are developing strategic action documents
 - **GROUP DISCUSSION: What would be best for ASCLS-SD? Who should be involved in strategic action development and implementation?**
- Member Recruitment Organization:
 - National MRC → State Membership (there is no Regional representative)
 - Resources: Has a current MRC Manual available; tools on the ASCLS web page
- Member Services Organization:
 - National MSC → Regional MSC Reps (serve on National committee) → State Membership
 - Does not have MSC Manual available; but will be completing this year; developing tools and references this year for ASCLS web page
- ASCLS Region V Web Page: Has begun to store references and resources for use by Region V

General Program/Committee/Functionality Information for Membership (MRC/MSC)

- State Society:
 - Standard operating procedures/position descriptions/programs for recruitment and retention
 - Membership monitoring - new member communications/connected to mail list etc.
 - Annual Calendar - set to compliment Regional/National
 - Strategic Action Plan with assigned responsibilities/time frames etc.
- Member Service Component Examples:
 - Welcoming & Orientation - handbook/member packet, communications, etc.
 - Mentoring
 - Member involvement (committees/projects/requests for input etc.; member type focused)
 - Connected to/communication with members
 - Member benefits: national, regional, state newsletter/web page/recognition/education/meetings/information sharing, etc.
 - Annual renewal/retention program: student → FYP → PF
 - Lapsed member program
 - Promotion of the Profession - visibility in public/healthcare/NMLPW
- Member Recruitment Component Examples:
 - Annual spring recruitment program
 - Recruitment by members program - recognition/rewards
 - ASCLS visibility in workplaces
 - Publications/marketing materials/campaign materials for potential members

Where Do We Go From Here?

- Strategic Action Plan - what we have/what we need/member involvement
- Updating policies/procedures/resources/references; developing new materials
- Member education
- Member benefits survey
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- ??