

Membership Committee Meeting

Date: Monday, March 20, 2017

Attendance: See EGSA Committee Attendance Form for Membership Committee

- Opening remarks Walter Petty
 - Committee Chair (Walter Petty) resigning effective March 20th
 - Vice-Chair (Dave Oshefsky) will move to the role of Committee Chair.
 - Secretary (Michael Sanford) will move to the role of Vice-Chair.
 - Secretary role to be filled in committee meeting on March 20th.
 - Board of Directors approves succession of committee leadership per Board Liaison (Bob Hafich)
- Membership Committee Secretary
 - Dan Thomsen appointed to role of Committee secretary.
- Old Business Dave Oshefsky
 - Local Chapters Investigation
 - Staff time and budget is a concern.
 - Handled by local member company.
 - Benefits to “hosts”:
 - Free PR
 - Potential customers (other EGSA members)
 - Potential recruiting of college / university attendees
 - Benefits to EGSA
 - Member retention
 - Member participation
 - Hosts rotate responsibility.
 - Needs discussion with BOD.
 - Potential need for regional leadership / has ownership and formalizes structure.
 - Open to college / university potential members.
 - **Action Item: Dave Oshefsky to compile presentation to BOD for committee recommendation.**
 - Michael Sanford and Bob Bono to provide support as subcommittee.
 - Membership Drive
 - 2nd and 3rd place prizes were selected to match with upcoming PGI in Las Vegas.
 - Membership Drive extended to EGSA 2018 Spring Conference.
 - Board of Directors had approved use of Membership Committee’s budget for 2nd and 3rd place prizes, \$250 (Dig This) and \$100 (Amazon Gift Card) respectively.
 - 2nd and 3rd place prizes shifted to “generic” gift cards (AmEx, VISA gift card, etc.)
 - Additional rollover Membership committee funds will be allocated to membership drive prizes for 2nd and 3rd place.
 - Membership Benefits
 - Association with EGSA qualifies you to receive discounts

- Does EGSA have enough members to warrant discounts from providers?
 - Concern regarding verification of EGSA standing.
 - **Action Item: Dan Thomsen to send results of investigation to Liz Bustamante.**
- Committee Mission Statement Walter Petty
- New Business
 - EGSA Website Tutorial
 - LinkedIn or Facebook
 - General Session (need BOD/Conference Planning Committee approval)
 - PowerLine Article
 - Drop-In page in registration folder
 - **Action Item: Liz Bustamante to develop one-page “drop-in” for registration folder that highlights benefits / resources available on EGSA website by Fall 2017 Conference.**
 - **Action Item: Liz Bustamante to develop PowerLine article that highlights benefits / resources available on EGSA website.**
 - **Action Item: Committee Chair (Dave Oshefsky) to make recommendation to Conference Planning committee for inclusion of details related to EGSA website resources on conference general session “rotating slideshow”.**
 - EGSA Website Update
 - Not in discussion at BOD level.
 - Existing website
 - Membership Update Liz Bustamante
 - See 2017 EGSA New Member Statistics YTD handout for more details.
 - 732 Member Companies
 - 1025 total (inclusive of students)
 - 119 Member Companies have not renewed membership.
 - **Action Item: Liz Bustamante will send email with full list of non-renewers to committee members for review.**
 - **Action Item: Liz Bustamante will assign committee members non-renewers.**
 - **Action Item: Committee members will contact non-renewers as assigned and encourage them to renew EGSA membership by end of April.**
 - Target growth is 8% net member companies over the calendar year not inclusive of student membership.
 - EGSA “E-Blast”
 - Increase visibility of EGSA
 - Solicit email addresses for potential new members.
 - Recommend using existing E-Blast “Share” feature.
 - Retiring Members Recognition
 - Recommendation to formalize recognition of retiring members.
 - **Action Item: Deb Laurents to speak with Kim Giles regarding options for retiring member recognition.**
 - First-Timer / New Member

- Process is informal
 - Difficult for mentors to find mentees
 - **Action Item: Greg Linton to propose recommendation for mentorship program.**
- Membership Registration
 - Auto-renewal monthly as an option in addition to annual renewal.
 - **Action Item: Dave Oshefsky to investigate membership renewal payments option and present to BOD.**
- Items for Board of Directors
 - **Dave Oshefsky to investigate membership renewal payments option and present to BOD.**
- Items for Meeting of Members Update
 - General update regarding Membership Committee meeting.
 - **Dave Oshefsky to investigate membership renewal payments option and present to BOD.**
- Meeting Adjourned at 3:02pm EST.