

Membership Committee Work Plan (2013-2014)

Action	Lead	Time Frame	Notes:
Membership Brochure update	Sandy	2013	Brochure was updated and copies exist.
Meeting Registration Recruitment	Nick	2013	Networking Professional Development Identify Member Benefits
SRM Membership Retention	Nick	2013	Work with sections and agencies to help garner support to attend SRM activities.
Renewal Notices	Nick	2013-2014	
Survey Results Review/ Gap Analysis	Nick	2013	Report to the membership and BOD in Rangeland News article.
Contribution Listing	Sandy	2013	See membership brochure and listing of possible funds to contribute and check with Allen Press on breakout of contributions.
Coalitions with other Organizations		2014	Communicate with coalition partners on their membership successes and failures.
PPAC	Sandy	2013	Recommendation to send draft updates to the sections for review and comment. Incentive – SRM develop a booklet with position descriptions. Send regular updates to sections. For use in workshops and congressional representatives – don't send the entire listing of options but provide several options for use.
Recruit incoming co-chair for Membership Com. for 2014.	Sandy	2013	
Scheduled conference call(s) instead of committee meeting during annual meeting.	Sandy	2013-2014	Help improve committee participation and decrease annual meeting footprint (costs).
Target membership categories		2013-2014	State personnel Ranchers USFWS USGS Students
Provide sections with various options to help with membership outreach.		2014	Livestock Management workshops Local workshops Provide flyer, brochure, displays, Reminders to sections to provide SRM information. CPRM CEU's RNR Coalition – how to reach each generation? What appeals to them?
Section Marketing		2014	Provide tools for sections to use at various workshops, meetings and other opportunities. Schedule regular emails regarding SRM. Send

			to Section Membership Chair and President.
Ask sections to designate a membership committee chair	Sandy	2013	Consider newsletter editors for the position.
Develop an incentive list for sections to increase membership.		2013	e.g. Rancher award winner receive a year's membership with Rangelands. e.g. Free registration to section meeting with free year's membership.
Coordinate with O&C Committee to increase communication with other committees and sections.	Sandy	2013	Meet with BOD rep. and other O&C Division chairs.