

Membership Committee Recommendations to SRM BOD

March 7, 2012

Emeritus Certified Consultant Membership class:

The Membership Committee considers the Emeritus Certified Consultant recommendation as a possible option. It would maintain a sector of our membership that we might otherwise lose and provide them a financial benefit to continue annual meeting participation.

However, we do have some concerns about whether or not the membership database can handle the functionality necessary for long-term use. The membership database isn't purposed to handle advanced CPRM tracking functionality; its operation was built for processing, storing, and reporting on memberships, subscriptions, and single-item products. Nick Dormer is not sure that it will meet SRM's needs. However, it's certainly an option that we're open to exploring. Expectations of storing, online functionality and reporting need to be discussed in detail before moving forward.

Membership Classes:

In regards to the other membership classes, one recommendation was to address the "Apprentice" Membership. A name change to "Young Professional" may be more enticing for newer members. It may spark more interest for YPC too.

Also, are there detailed descriptions on the website for the other classes without going through the membership process? If not, that would be something handy to have on the page with the benefits and price table. This is something the Membership Committee will address.

We will keep the BOD apprised of our recommendations and progress as we move forward with the development of a committee handbook and designated tasks.

Sincerely,

Sandy Wyman
Membership Committee Chair

Cc: Membership Committee Members

Nick Dormer
Tate Smith
Kristen Miller
Lisa Van Amburg