

**Membership Ownership and Retention**  
**Winter Policy Council Meeting January 2005**  
**MIT, Cambridge, Massachusetts**  
**by Roberta L. Spencer**

Membership campaign mailouts:

1. Mid-September with newsletter (hardcopy)
  - a. *On September 30: 22 renewals vs. Wiley 60*
2. October with conference e-newsletter (personalized email message with link)
  - a. *On October 31: 136 renewals vs. Wiley 274*
3. November – stand alone hard copy
  - a. *On November 30: 282 renewals vs. Wiley 422*
4. December – stand alone email message
  - a. *On December 31: 486 renewals vs. Wiley 504*
5. January – stand alone hard copy
  - a. *On January 21: 567 renewals vs. Wiley 558*
6. March with first newsletter, hard copy

Membership campaign renewal letters: in September with newsletter/CfP

1. Current Members who have not renewed (840)
2. Current Complimentary Members who have not renewed (94)
3. 03 Members who did not renew in 04 (201)
4. Non-members who attended the conference (94) (CfP)
7. All others in Database (CfP)

Membership payment methods:

- o 10% used the new PayPal method
- o 63% sent in credit card info
- o 26% by check and
- o 2% by wire transfer.

QuickBooks accounting of membership:

- o A “Member Subscription Payable” liability account has been set up to track the \$30/member payment due to Wiley.

Owning our membership increased labor:

- o 13% increase in 2004 for work “Core” work specific to membership by Jen, slight increase by others.

Library Campaign:

- o Library Campaign to help increase institutional subscriptions has not been done yet this year. We expect to do this in February.

**Membership retention:**

Make up of our 2004 membership: 977 members, net growth of 2.5% over 2003.

- o 214 new members (21.9%) ↓ from a consistent 24% in the past.
- o 433 - 5 years or more (44.3%) ↑ from 40% in 2002 and 2003.
- o 330 2-4 years (33.8%) ↓ from 36% in 2002 and 2003.

Of our 2003 members, we lost 190 who did not renew for 2004. (19.9% of 2003 members did not renew) Our percentage of retention in 2002 and 2003 was 82%, so this percentage for 2004 is down 2%.

2004 Student population: 206 (21%)