

**Membership Ownership and Retention**  
**Winter Policy Council Meeting January 2006**  
**Electronic Meeting**  
by Roberta L. Spencer

**Membership renewals:**

Membership campaign mailouts:

1. September with newsletter and 06 Call for Papers (hard copy)
  - a. *On September 30: 82 renewals vs. Wiley (04) 118*
2. October with conference e-newsletter (personalized email message with link)
  - a. *On October 31: 239 renewals vs. Wiley (04) 318*
3. November – stand alone hard copy
  - a. *On November 30: 378 renewals vs. Wiley (04) 437*
4. December – stand alone personalized email message
  - a. *On December 31: 473 renewals vs. Wiley (04) 535*
5. January – stand alone hard copy
  - a. *On January 21: 643 renewals vs. Wiley (04) 591*
6. March with first 06 newsletter (hard copy)

Membership campaign renewal letters: in September with newsletter and CfP

1. Current Members who have not renewed (929)
2. Current Complimentary Members who have not renewed (92)
3. 04 Members who did not renew in 05 (200)
4. Non-members who attended the conference (135) (CfP only)
7. All others in Database (4452) (CfP only)

Membership payment methods Sept 05-Jan 06:

- |  |  |
|--|--|
| o 38% used PayPal online ( <i>10% in 04-05</i> )       | o 25% by check ( <i>26% in 04-05</i> )       |
| o 35% sent in credit card info ( <i>61% in 04-05</i> ) | o 2% by wire transfer ( <i>2% in 04-05</i> ) |

QuickBooks accounting of membership:

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

Library Campaign:

- o Library Campaign to help increase institutional subscriptions was mailed in January.

**Membership retention:**

Make up of our 2005 membership: 1052 members, net growth of 7% over 2004.

- o 290 new members (27.5%) ↑ from 22% in 2004 and 24% in previous years.
- o 438 - 5 years or more (42%) ↓ from 44% in 2004.
- o 324 2-4 years (31%) ↓ from 34% in 2004.

Of our 2004 members, we lost 215 who did not renew for 2005. (22% of 2004 members did not renew.) Our percentage of retention in 2004 was 80%, so this percentage for 2005 is down 2%.

2005 Student population: 200 (19%)