

Membership Committee Meeting Minutes– Monday, March 8, 2021 at noon

In attendance: Katie Militello – Chair, Brandi Nichols, and Ashle Baker-Childress and Ellen Speert (new)

- 1) Introductions – All Committee Members Introduced themselves with the addition of Ellen Speert as a new Committee Member. Ellen is an Affiliate member and a Registered Art Therapist. Ellen has been affiliated with the Chapter for 15+ years and hosted the Chapter’s Annual Board Retreat at her retreat center in Encinitas from the late ‘90s - 2016.
- 2) Katie reviewed the Goals of the Membership Committee. The primary goal is to expand Membership outreach to maintain and increase the number of Chapter members in all membership categories – Prelicensed, Licensed and Affiliate.
Discussion regarding the inability of the Chapter database to distinguish new members from non-continuous members and a member’s change from Prelicensed to Licensed status. Chapter newsletters should note “NEW and RENEWING” members at the bottom of the newsletter. In addition, difficulty in changing status from Prelicensed to Licensed should be reviewed with the new Admin. Brandi is continuing to face that issue herself. The transition is not seamless nor is the procedure clear.
- 3) Report out on Initiatives - Ashle and Brandi’s outreach to schools and universities for Prelicensed Members, Katie on Renewing, Lapsed and New Members

Brandi updated on the Pre-licensed Impostor Syndrome Event and the interest for a continuing process group

Ashle and Brandi continue to make progress on their outreach to schools and universities compiling the contact names and numbers in a database. Their effort is ongoing.

Discussed using the SIG – Connection & Community as a forum for new and renewing members. Brandi will request that the registration for April 2, noon SIG meeting – Connection & Community be sent out to all renewing and new members from July 2020 – March 2021, and potentially all members. Katie will draft the email. The SIG Meeting should be capped at 30 attendees.

Ellen Speert suggested the creation of a 2 year membership for Prelicensed and Licensed members to coincide with the 2-year license renewal and the need for completion of the 6 CEU Law & Ethics requirement. Brandi to discuss with the Board.

Discussed a spreadsheet Katie is utilizing to connect to new/renewing and lapsed members to make a personal contact annually including attendees from the Connection & Community SIG.

Documents/Database - The status of the completed Google Survey forms and where they are located needs to be addressed with the new Admin as well as the updating of the Membership Report most recently created identifying member and non-member attendance at Chapter Meetings and Events.

- 4) Next meeting is scheduled for Monday, March 22 at noon. In April, the meeting schedule with shift to Wednesdays at noon – April 7?

Membership Committee Meeting Minutes– Monday, March 22, 2021 at noon
In attendance: Katie Militello – Chair, Brandi Nichols, and Ellen Speert (new)
Absent: Ashle Baker-Childress

I. Review of Membership Committee Goals

The following are the agreed upon membership goals

- 1) Expand Membership Outreach to maintain and increase the number of Chapter members in all classifications – Prelicensed, Licensed and Affiliate
- 2) Increase member involvement with the chapter as measured by the number of members attending at least 3+ events in one Chapter year (July – June) – trainings, SIGs, chapter sponsored events, jointly supported trainings by other chapters and Committee meetings
- 3) Identify the primary reasons for members allowing their membership to lapse
- 4) Hold at least one conversation with each individual member upon their joining the chapter and/or renewing their membership

II. Issues with measuring goals given the database

- 1) Issues with distinguishing new members from non-continuous members and a member's change from Prelicensed to Licensed status. **Chapter newsletters should note "NEW and RENEWING" members at the bottom of the newsletter.**
- 2) Difficulty for a member changing status from Prelicensed to Licensed. What is the process? How do we make it transparent to members? Whom should they contact? Brandi continues to face this issue herself. The transition is not seamless nor is the procedure clear. One of the primary benefits of membership for Prelicensed members is to provide them with support and education on how to navigate the licensing process. In-person we celebrate all prelicensed members who become licensed. It would be beneficial to do this in our newsletters and feel secure that we are accurate in doing so. Admin would need to flag us that a member changed their status, and with their permission, then request to do a write-up in the newsletter highlighting their accomplishment.
- 3) Report out on Initiatives - Ashle and Brandi's outreach to schools and universities for Prelicensed Members, Katie on Renewing, Lapsed and New Members

Brandi updated on an upcoming event coordinated with Board member, Jessica, at Alliant University.

Letter to be drafted by Katie and sent to all SDNC-CAMFT members for the April 2, SIG – Connection & Community

Ellen Speert offered to hold a retreat for members once in-person meetings are again allowed.

Ellen agreed to call members she knows who have not attended an event and any others Katie sends to her. Katie developed a spreadsheet to capture the data in connecting to new/renewing and lapsed members to make a personal contact annually including attendees from the Connection & Community SIG.

III. Documents/Database – To be discussed with ADMIN

- 1) The status of the completed Google Survey forms and where they are located needs to be addressed with the new Admin. When these google survey forms were created, the intention was that they be sent out to individual members to complete when they were renewing or new members and after 30 days when a member is considered lapsed. The Membership Committee would reach out to all new, renewing and lapsed members as well; hence the need for the contact information on the monthly Board Membership Report.
- 2) Updating of the Membership Report most recently created identifying member and non-member attendance at Chapter Meetings and Events. Katie volunteered to update this spreadsheet report, and in order to do so would require all registered attendees of monthly events.
- 4) Next meeting is scheduled for Wednesday, April 7 at noon.