

Membership Committee Meeting – Monday, February 22, 2021 at noon
In attendance: Katie Militello – Chair, Brandi Nichols, and Ashle Baker-Childress

Agenda

- 1) Review Marketing to schools and universities for prelicensed membership effort
Ashle and Brandi discussed the importance of identifying the right administrator at schools in order to get the information of events forwarded to the students. Brandi and Ashle are utilizing a Google document to keep their efforts organized and updated.
Brandi will send an email to Jodi Sattva, another graduate student member, to determine her interested in volunteering her time to help out.
- 2) Ashle has been in touch with Marci Stafford regarding social media efforts.
- 3) Katie has recruited Ellen Speert to join the Membership Committee starting with the next meeting in March.
- 4) Katie updated on her efforts to reach out to lapsed and new members. Katie reported on the greater value the chapter appears to have for clinicians in private practice versus at agencies due to their desire for referrals and connection to other professionals. Katie will continue to reach out to lapsed members to determine their reason for discontinuing their membership with the chapter. Given the resignation of the chapter administrator, Katie will keep a simple spreadsheet of members she contacts and their primary reason for new, lapsed or renewal of their membership.
- 5) Next Meeting time is Monday, 3/8 at noon