

## Membership Committee

**Committee Members:** G. N. Cameron, A. E. Cheeseman, J. Duggan, J. Eggleston, E. J. Finck (Chair) A. Ferguson, S. Maher, S. Mech, K. Thibault, B. Tanis, T. Tomasi, J. Yunger.

### **Mission:**

The Membership Committee tracks current membership trends in the Society and is involved with both membership recruitment and retention. In addition, the committee works with Allen Press to correct membership bookkeeping problems that arise.

### **Information Items:**

(1) We were charged to attempt to stop the loss of membership and increase communications with members and potential members. We are working in concert with Allen Press to do such. We also were involved in the increased exposure on Facebook and Twitter, and the beginning of a monthly communications from President Heske, and the ASM Newsletter.

#### **(a) Recruitment**

We developed a membership benefits poster ([http://www.mammalsociety.org/uploads/ASM\\_Benefits\\_Poster\\_FINAL.pdf](http://www.mammalsociety.org/uploads/ASM_Benefits_Poster_FINAL.pdf)). We also developed a pamphlet about membership that was used at the International Mammaological Conference and other meetings. We participated in a recruitment competition initiated by President Heske.

#### **(b) Retention**

In conjunction with Allen Press and President Heske, the Committee sent 1247 e-mail letters to lapsed members. We sent 123 e-mail letters to first time attending non-student members and 235 first time attending student members for the upcoming meeting in Oklahoma City.

(2) The Committee is concentrating efforts along with the Graduate Students and Education Committee to make first-time attenders at the ASM meeting more welcome. We have been active on the ASM Facebook page.

**Action Items:** None.

**Respectfully submitted,**

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