

# **LPA Membership & Member Services (M&Ms) Committee**

## **Annual Report**

**July 1, 2019 through June 30, 2020**

*Co-Chairs: Matt Holcomb & Randy Lemoine*

*Committee Members: Megan Alsop; Daniene Neal; Randee Booksh; Shannon Hanaki*

June 5, 2020

LPA By-Laws stipulate that the Membership Committee “shall report and recommend on membership applications, shall develop and recommend to the Executive Council (EC) on programs for membership recruitment and retention, and shall administer those programs.”

### **Committee Accomplishments during the Current Term**

- Prepared/ submitted for approval the Membership and Members Services Policies and Procedures, the Committee Charter and Goals, and an Annual Work Plan
- Appointed 4 new committee members and added 1 co-chair
- Organized and conducted the annual membership (recruitment) campaign (Oct 1, 2019 thru Jan 31, 2020)
  - Prepared/posted Membership Benefits and New Member Campaign flyers
  - Reached out to/educated potential members re: benefits of membership
  - Presentation at BRASP – Baton Rouge Area Society of Psychologists
  - Reached out to and reviewed membership by Medical Psychologists
- Approved and welcomed 22 new LPA members during 2019-20 presidential year
  - Including 13 new members during the membership campaign (7 Full Members; 3 Early Career Members; 3 students) - distributed \$25 cash-back reward joining incentive to new Full Members and Early Career Psychologists
  - Current active membership (all categories) now stands at 176, which is comparable to prior years
- Committee members conducted member phone calls for purposes of member recruitment, renewal, engagement, information sharing, and support

### **Recommended Strategic Objectives for 2020-2021**

- *Further Develop M&Ms Policies and Procedures and Reporting*
  - Update/ finalize Policies and Procedures document with approval of EC
  - Improve Membership Statistical Reporting - Define standard quarterly and annual membership reports (e.g., showing accurate current active

members, added members, and non-renewals, by membership categories)

- *Plan and Conduct 2020-21 Membership Campaign for New Members*
  - Plan/ organize and implement the annual membership campaign (Oct 1, 2020 thru Jan 31, 2021), as approved by the EC
  - Develop and implement strategies for recruiting new LPA members, focusing on special target groups (in priority order):
    - Recent Licensees
    - Recent PhDs
    - Department of Psychology Faculty
    - Licensed Psychologists/ PhDs who are not currently members
    - Medical Psychologists
    - Recent Master's-level graduates
- *Plan and Conduct 2020-21 Member Engagement & Services (member retention)*
  - Investigate holding member socials in conjunction with conferences to promote networking and new memberships
  - Further activate LPA Interest Groups
  - Plan and conduct biannual phone surveys to assess member needs/ satisfaction, to promote engagement, and to encourage recruitment of new members
  - Work with LPA Communications Committee to develop and implement the "Find a Psychologist" feature of the LPA website and other membership services
  - Regularly investigate reasons for non-renewals of memberships and propose remedies
  - Organize and acknowledge supports provided through Century Members