2018 MID-YEAR REPORT

NAME: Heather Card **DATE: 6/30/18**
COMMITTEE CHAIR POSITION: Membership Chair

1. **Primary Accomplishments of 2018 to date:**
   - Attempted to increase membership
     - Student 10% - 78 student members presently
     - SLPs, AuDs, Health Care Professions 15% - 336 members presently
       286 Full Members
       27 Lifetime Members
       12 Associate Members
       11 CF Members
   - Added thank you email to individual new full members welcoming them to MSHA
   - Requested membership strategies/ideas from Membership committee members regarding ideas for increasing membership and presented ideas to the EB 4/19/18 (see below)
   - Maintained University relationships through University Liaison, selected MSHA student Representative, and 5 selected University student representatives
     University Liaisons: Amy Livingston (UM), Whitney Perkins (JSU)

University	NSSLHA/MSHA Representative
Delta State	Paige Griffin pgriffi6@okramail.deltastate.edu 662-542-4569
Jackson State	Ahbria Williams ahbria.c.williams@students.jsums.edu 601-850-9096
MUW	Erin Keefer ekkeefer@myapps.muw.edu
Southern Miss	**Mary Cazalas MSHA Student Rep** mary.cazalas@usm.edu 251-406-2643
University of MS	Kelly Mauldin kemauldi@go.olemiss.edu

   - MSHA member videos and/or spotlight on what MSHA means to selected members

Focus: Membership
Strategic Objective: To increase membership by 25% in 3 years.

Organizational Strategies	Person Responsible	End Date
Increase student membership by President's appointment of a student representative to the board to bridge communications with universities. ● Speaking at each university (5) once per year for the next 3 years.	Membership Chair and Past President	Student appointment by October 2016. ● Ongoing- 2016, 2017, 2018 **2018**: **DSU** – 4/23/18 Dianne Payne speaker **MUW** – 3/28/18 Melissa Wilkie speaker **Ole Miss** – 4/26/18 Melissa Wilkie speaker **USM** – 2/8/18 – Rachel Powell speaker **JSU** – no speaker

Produce video e-blasts encouraging membership as well as the following: ● Advocacy ● Speech-Language Evaluation Instrument	Membership Chair and Past President	November 2016 Completed 2017

Increase healthcare-based speakers by 10% and healthcare based attendees to conference.	Membership Chair, Past President, VP Healthcare and VP Audiology	February, 2019 ONGOING

2. **Major Challenges:**

- Membership additions
- Changing payment to automatically renew instead of having to rejoin
- Where are we on CE transcripts?

3. **Plans/Directions for remainder of 2018:**

- Work with President and EB as they review Membership ideas from Membership Committee and prioritize actions.
- Continue to review Conference 2018 numbers and discuss strategies to increase drawing medical and school setting SLPs and AuDs. Membership Chair will be on Ad Hoc committee created by President and led by Rachel Tyrone, Chair of the Medical Involvement Committee, as she explores ways to increase membership in the medical realm.

Membership Committee Ideas/Strategies for Membership 2018

Offer CEUs

Reduced rate for being a MSHA member? (i.e. speechpathology.com charges $100 annually for unlimited CEUs. Reduced rate for being a MSHA member? (i.e. CIAO, https://www.ciaoseminars.com/home.cfm, Northern Speech Services, https://www.northernspeech.com/continuing-education/.) which would draw Medical professionals.

Video

*Video about "What MSHA does with your membership dues" or "How MSHA Helps You" in an upbeat, fun, **quick** graphic type video highlighting the pros of joining and post on Facebook, Instagram, and Twitter to pull people in by liking or sharing. Emails can get lost.*

Students

- *Offer benefits after graduation?*
- *Research scholarships, loan forgiveness, programs. Brainstorm with graduate students and students in CF or 1st year of working and ask what would have helped them. Contact college financial aid offices for specifics (Sertoma scholarship https://sertoma.org/what-we-do/scholarships/)*

Product/Treatment Information

Products that help/aid therapy, practical information…….

Legislature

Highlight the specifics about the legislative work (i.e. bills passed, those on the table, current issues, future issues).

Medical:

- *More medical topics at Conference – which is in the strategic plan and have increased over the past couple of years*
- *Do we have budget for Continuing Education?*
- *Is there a contingency against certification courses at the conference? Medical professionals like certifications because they get points on our clinical ladder program for certifications. Could MSHA organize some certification courses outside of the annual conference and get a discount for that? We could have links or member access to free all organized into one space from the web page. What about a crossover course for school and medical (i.e. pediatric swallowing, PROMPT program).*
- *Reach out to the medical and private practice community and explain what MSHA does for them (i.e. tele-practice guidelines being developed, lobbyist looking out for their needs….) Are their groups across the state of private practitioners, hospital, clinic SLPs that meet as a group regularly?*

Other:

- *Highlight a Membership benefit monthly*
- *Spotlight MSHA member monthly – (1minute video of why they are member)*
- *Recognize new members by email, on website– we do have a welcome when they join….I think this is in place)*
- *Analysis of where the membership lies in the state?*
- *Create mentor program for new SLPs to connect with seasoned SLPs; Mentor Mixers at MSHA and online*
- *Conduct a Membership Satisfaction Survey-this will give us information on ways to improve our organization and retain members*
- *Recognize new members in a newsletter/web/Instagram/Facebook/Twitter*
- *Provide new members with a "member kit" - items in kit may include penlights, pens, t-shirt, coupons at local scrub shops, etc.*
- *Have MSHA members speak about the importance of joining MSHA at company meetings or district meetings*
- *Contact past members that have NOT renewed their membership in the last 2 years encouraging them to join*
- ***More postings on Facebook/Instagram/Twitter and keep updated *social media is what is used most frequently; this needs to be a primary issues for MSHA.***
- *Keith Magnon, MSHA webmaster, states he receives many requests for CEU transcripts from conference attendance from SLPs in their license renewal year when they have to provide proof of CEUs for renewal. ASHA charges $28.00 CE Registry Fee which maintains your CEUs in which you have online access to this information and can request the information sent to whomever when needed. A way to increase revenue for MSHA could be to charge non-members a fee and members fee **is free or charge them less** than a non-member.*

"Participating in the Continuing Education (CE) Registry is voluntary; therefore your CE Registry Fee is in addition to your ASHA membership dues. The annual CE Registry fee includes registry services to award and maintain your ASHA CEUs if you are eligible to earn ASHA CEUs, online access to your CE Transcript, one official CE Transcript, and the opportunity to earn the Award for Continuing Education (ACE). You may view your CE Transcript online and/or request an official CE Registry Transcript at https://www.asha.org/eWeb/AshaDynamicPage.aspx?webcode=paidcehistory"

Proposal:

The Membership Committee proposes to charge non-members a CE registry fee of $20.00 and members $10.00 (or free) for transcript request including online access to your CE transcript.