Committee Report

SNMMI Board of Directors

# February 2014

## SNMMI Membership Committee

Committee Charges for 2013-2014:

Serve as a sounding board for SNMMI Staff (Director of Marketing and Membership) that can respond quickly to requests made by staff regarding marketing to membership.

Serve as a focus group for marketing to current SNMMI members as well as towards potential new members.

**Current Objectives/Goals**:

Increase SNM membership by adding new members, retaining current members, improving the value of membership and how that value of membership is perceived.

Objective 1: Add new members and retain current members.
Objective 2: Improve the value of membership and how the value of membership is perceived.

Objective 3: Evaluate SNM product and services offerings for cost effectiveness or visibility, and consider new offerings for value added revenue.

Objective 4: Improve the relationship with chapters.

**Progress of Charge/Objectives/Goals to Date:**

1. The 2014 renewal campaign is ongoing. The Inalink campaign started in November and will wrap up early in the new year. At this time we are ahead of where we were last year at this time.

2. Corresponding membership: Proposal went to the Board of Directors (BOD) in September 2013. The BOD asked the committee to go back and evaluate the following and report back at the February 2014 meeting.

* Why we wouldn't promote
* Would we be opening Pandora's box if we did?
* Are we missing out if we don't promote?
* Do we need to create an entirely new member category?
* What do we do when the World Bank updates the listing quarterly and countries move catagories?

**Additional Goals/Objectives Added for FY2013:**

1. **Continue marketing to Radiology Residents.**
2. **Develop campaign for marketing to NM interested Radiologists.**
3. **Continue to build on increasing International Membership and track that membership.**
4. **Develop standing report to Committee on Chapters relative to Value of SNM Membership and for promotion at regional chapter meetings.**