Committee Report

SNMMI Board of Directors

# June, 2016

## SNMMI Membership Committee

Committee Charges for 2015-2016:

1. **Increase Membership**

* Assist staff in reviewing and providing feedback regarding marketing to membership.
* Serve as a focus group for staff to current SNMMI members as well as towards potential new members.

1. **Enhance Communication**

* Provide a more personal touch with Residents in-transition to help mentor and educate the benefits of membership
* Provide input into the topics for the Program Director/Resident quarter E-blast.

1. **Benefits**

* Assist staff in reviewing the value of membership for all member categories
* Review all member benefits and make recommendations for new ones

**Additional Goals for 2015/2016**

* Continue to work and support and implement strategies that evolved from the Membership Task Force.
* Work with staff in developing survey tools focusing on member value, new members, lapsed members and in-training/transition.
* Approval of Emeritus applications

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

Personal Outreach Project

The committee is reaching out to various audiences personally to gather feedback as to why members are not renewing their membership. Their first group of calls were to Program Directors. The committee gathered comments and recommendations that included:

* Residents are mainly focused on training, learning and trying to find a job. Some participate at regional meetings. Joining a professional society is not top of mind. It was noted that the committee not continue to seek out this audience at this time and to move on to other audiences.
* Graduating residents are not doing nuclear medicine, they are transferring to radiology
* Encourage and reward residents if they present abstracts
* Invite them to join councils and give them an internship and then move them up
* More social time at scientific sessions during the Annual Meeting. Possibly have a program director social at the meeting to talk about ideas and jobs.
* Job Fair at the Annual Meeting
* It was recommended that we use the Young Professionals to help out
* Jobs seems to be the biggest issue.
* Possibly mirror the poster mixer at the Annual Meeting for the clinical side and offer poster awards
* Offering residents council internships
* Have councils to include 2 international members to their Boards that are applied too.

Moving forward the committee agreed to follow up with lapsed members that are ABNM certified and non-member physicians that are ABNM certified.

Renewals

Renewals launched on September 30, 2015. As of April 26, 2016 Full members are at 90% of their FY goal. A lapsed member survey was sent in January; however, since the Full member response rate was low another survey was sent to just Full members in April.

Corresponding Membership Discount

The Corresponding member group is doing well as one of our new initiatives this year. As of April 25, 2016 there are:

* + 34 current members
  + 9 new
  + 25 renewed
  + 10 lapsed

In-Transition Members

FY 2016 is the first year offering 3-tiers to residents that recently graduated from their programs. As of April 26, 2016 62 have renewed in tier 1 with a budget of 44 and 54 have renewed in tier 2 and exceeded their budgeted goal of 30.

Emeritus Applications

The following emeritus applications were approved by the committee:

Dennis Fujii, PhD, Michael Kelly, MD, Wendy Anne Waddington, Vijay K. Aggarwal, MD, James Ballinger, Joachim Uropp, MD, Andrew Hilson