**SNMMI-TS Membership Committee**

Conference Call

August 30, 2016

Minutes

*Members in attendance:* Dmitry Beyder, MPA, CNMT, (Chair), Kasha Balestrieri, CNMT Leesa Ann Ross, CNMT, PET, RT(N)(CT), Loukisha Collins, CNMT, Mark Crosthwaite, CNMT, PET, FSNMMI-TS, Jody Leopardi, CNMT, Sara Vandehey, CNMT, RT(N)(CT)

*Members not in attendance*: Norman Bolus, MSPH, CNMT, FSNMMI-TS, Crystal Botkin, MPH, CNMT, PET, Margaret Doonan, MS, CNMT, MBA, Vasken Dilsizian, MD, Charlie Flores, CNMT, Edward Melvin, CNMT, Anthony Knight, MBA, CNMT, RT(N), NCT, FSNMMI-TS,

*Staff*: Joanna Spahr, Kaitlin Solomon

**Welcome and Call to Order**, *Dmitry Beyder, MPA, CNMT, Chair*

Dmitry Beyder, MPA, CNMT, Chair called the meeting to order at 4:00pm and a quorum was not established.

**Approval of Minutes**

A motion could not be made to approve the minutes from the June 10, 2016SNMMI-TS Membership Committee meeting as there was no quorum established.

**Review Committee Charges**

Dmitry Beyder, MPA, CNMT, Chair reviewed the committee charges.

### Recruitment/Retention

* Gain a better understanding of member benefits (including, what they like the best, what we are missing, what they don’t use, etc.)
* Gain a better understanding of current students, transitioning students and post-transition graduates. What are their issues/needs? Use the information gathered for the student packet

**Discussion -** Ideas from the committee:

* Develop a presentation to share with students about what the society has to offer and a benefits. This could then be shared at local/chapters meetings as well as Program Directors.
* To assist with issues that student face is was recommended to give Program Directors ways to get their students involved by creating a structured network within SNMMI with a goal to provide them with advice and support from the community. A committee member suggested offering new grads within the first 3 year of graduation, hold events with skype sessions, hold contests to meet with the SNMMI president and chat with them for the day, keep everyone connected to what is going on in nuclear medicine, advocacy and job outlook, etc. Also, have a place at chapter meetings to make them feel welcome.
* Work with program directors to introduce current students an informational skype session in the classroom for seniors and have someone from the society that they can interact with to engage and encourage them to ask questions.
* Use social media with the student group

*Subgroup: Mark Crosthwaite, Kasha Balestrieri, Leesa Ann Ross, Sara Vandehey*

1. Student Packet/Educator Advocate
* Develop a packet that has everything a student needs to know before and after graduation. How they register to take either the ARRT or NMTCB exams, how they look for a job, how to take the prep course, etc.

**Discussion:**

When a student comes to the end of their program they don’t have the means or resources to in place to become a member. The Program Directors are happy to help and give students materials or a link to use to become a member. The committee needs to create a helpful packet to encourage students to join.

*Subgroup: Crystal Botkin (lead), Leesa Ann Ross, Loukisha Collins, Kasha Balestrieri, Jody Leopardi*

1. Enhance Marketing
* Increase the perceived value of the SNMMI-TS fellow credential status. Recognize and promote SNMMI-TS fellows publicly for their dedication and expertise within the profession.
* Improve communication between national and chapter leadership and membership.
	+ Work with local organizations (not necessarily affiliated with the SNMMI), gain access to tabletops, make presentations at meetings, etc.
* Review and recommend Emeritus applications for approval to the NCOR
* Work with the Uptake Editorial Board to increase the exposure of members and why they became members.
* Finalize and use the membership videos for recruitment and retention

**Discussion:**

* It was recommended that the committee promote the Fellow application process to the Technologist membership. Possibly ask Tony, Mark or Norman for a testimonial about being a Fellow to use in promotion materials.

*Action item: Staff to start including in promotion materials as well as a targeted effort.*

* Connecting national to local– getting info out to rural areas, advocating for our field and telling them what we do. Possibly tap into chapter roadshows.

*Action item: Dmitry and Sara to work offline to flush out concept more.*

* Work with Uptake Editorial Board to get space to help spread the work of why being a member is important to you.

*Subgroup:* *Sara Vandehey, Loukisha Collins*

*Action item: Dmitry to reach out to Danny Basso chair of the Publications committee to learn what steps should be taken*

**Membership Update**

Joanna Spahr reported that FY17 renewals for the Technologist Section launched online August 5th. As of August 30th, 702 technologists, 103 Associate Technologists, 21 In-transition and 1 Scientific Lab Professional renewed their membership. In addition, 74 new members joined (63 Techs and 11 Associate Techs). Staff is working with leadership to finalize the invoice to mail.

Budget for FY17 has remained the same as FY16, with no dues increase. Aggressive marketing and retention plans have been put in place focusing on targeted, data driven retention and recruitment efforts, reinforcing messages through diverse communication channels. Retention communication plans have been created for six targeted groups (new member onboarding, in-training, in-transition, international, Annual Meeting complimentary members and retention).  The focus is on benefit awareness, member engagement, and the member experience.  FY17 will show a renewed commitment in new member recruitment with initiatives focusing on targeted segments with highly customized messages towards various motivations for SNMMI involvement. It will include campaigns across multiple channels with mediums including digital, traditional, and 3rd party advertising.

Auto renewal

Additional software that would need to be purchase to make sure we are PCI compliant. Joanna is working with the IT department to see what our options are and how we may move forward.

Multi-year dues

Joanna discussed multi-year dues and recent information gathered from other organizations that offer this type of structure. It was learned that in order for this to work best there would need to be a set dues increase put in place so capture members taking advantage of the 2 or 3 year options. Staff is still reviewing to make sure logistically our systems can handle a multi-year structure.

**Adjournment**

Call ended at 5:04pm