**SNMMI-TS Membership Committee**

Minutes

# March 11, 2015

*Members in Attendance:* Norman Bolus, MSPH, CNMT, FSNMMI-TS; Charlie Flores, CNMT, MBA; Kathy Krisak, CNMT, FSNMMI-TS; Aaron Scott, CNMT, NMAA, FSNMMI-TS; Deborah Wilkinson, MS, CNMT

*Members not in Attendance:* Jocelyn Charest; Cynae Derose, CNMT; David Gilmore, MS, CNMT, RT(N), FSNMTS; Anthony Knight, MBA, CNMT, RT(N), NCT, F; George Pluchino, BS, CNMT, NMTCB (CT), Dean Rice, CNMT, PET, BS;

*Staff:* Joanna Spahr, Lauren Collins

1. **Welcome and Call to Order**

Kathy Krisak, CNMT, FSNMMI-TS, (Chair) called the meeting to order at 3:05 p.m.; there were not enough members on the call to establish a quorum. Kathy asked that the minutes be distributed and approved via email.

*Action item:* Distribute the minutes to be approved via email.

1. **Membership Report**

Joanna Spahr gave a membership update reporting out that the Tech Section is financially at about 85% of their goal and has a headcount at about 82%. The fiscal year goal of students upgrading to technologists has been met. The Associate Technologist category has been really successful this year which can be attributed to the new renewal system – about 215 members have upgraded to Associate Tech. The Technologist in Transition is a little down and at about 92% of budget. 1,200 in-training students are currently signed up right now and they’re still coming in.

Joanna reported that she is not confident that the technologists will make budget this year. The Inalink campaign has concluded, but the decision was made to extend the contract for the techs. Inalink cited the following reasons to be the most common why technologists aren’t renewing:

1. No value – this one is a big deal because if we can’t show value to our members, they won’t renew
2. Budget cuts
3. No longer practicing in industry
4. Would renew next year – this is why it’s important to consider having a two-year membership for Techs because a lot of them are renewing every other year when they need credits. For SNMMI, we could probably mirror what the ASRT is doing and if they renew for two years, they would get a slight discount.

*Discussion from the committee:*

* At chapter and regional meetings, committee members feel it would be a good idea to ask participants questions about the society, i.e. what do you want from the society, what would make you join the society, what benefits and resources do you need that we’re not currently providing, etc. It seems as though the society is currently guessing and we’re guessing wrong.
* Committee members suggested that we have a one page paper on benefits of membership – the welcome packet has a lot of good information but it’s too much information. Something that’s not so information heavy is needed.
* *Action item:* Joanna to send Kathy questions from the Membership Task Force and Kathy to distribute questions to committee members and others who can gather information at chapter and regional meetings. Joanna to send Aaron Scott the reasons cited by Inalink as to why people aren’t renewing and the membership comparison chart.
1. **Emeritus Applications**

There were not enough members on the call to establish a quorum so the emeritus applications could not be approved.

*Action: Send out emeritus applications via email to get committee members to vote.*

1. **Strategic Planning**

The committee needs to discuss what membership currently looks like and what they would like it to look like in 5 years. So far, no progress has been made.

*Discussion from the committee:*

* Possibly make videos of the scholarship winners for our YouTube channel and other marketing/membership purposes and highlight the benefits of membership and how recipients were impacted by the scholarship.
* Make a video of long term members so they can talk about how over the course of time, SNMMI has helped them in their career and why it’s important to stay a member of the society.
* We will be doing some type of needs assessment survey this year. Possibly include questions about 2-year membership and dues. This survey will go out to every member that we have an email address for. Sometimes a lapsed member survey is done to see if there is any new feedback.
* Debbie suggested that the Tech Student Membership Task Force could be absorbed into the Tech Membership Committee. That committee is basically asking the same questions to program directors to make sure they send their students in. There are too many committees that seem to be doing much of the same thing. If you could combine more of these task forces, there would be more members available for the membership committee, more would get accomplished and there would be more participation.
* Need more transitioning students who are on that one year transition to be added to the committee because those are the ones you want to hear from and want to know how they feel about the society and what more we can do for them in order to get more people to transition.
* Need to change the perspective of members – after a certain number of years instead of staying what can we do for you, we ask what they can do for the society and the younger generation. Ask them to help out with the younger members and help mentor them and help them become better techs. Then maybe older members will start to think that they’re needed and that’s a good reason for them to stay around. Possibly add an “Old Timers Club” breakfast and meeting at the Annual Meeting to recognize people who’ve been around for a while.
* Committee members will try to take Membership Task Force questions and gather data from the chapter and regional meetings. Would like to meet again in May if possible before the Annual Meeting.

**The call adjourned at 3:57 p.m.**