SNMMI-TS Executive Board

June, 2016

Membership Committee Report

SNMMI-TS Membership Committee Charges for 2015-2016

### 1. Strategic Review of Membership

* 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 non-members (ARRT and NMTCB certificant lists) to determine why they have not joined.
* Gain a better understanding of current students, transitioning students and post-transition graduates. What are their issues/needs?
* Provide a comprehensive report to the SNMMI-TS Executive Board with the committee’s findings and suggestions for changes.
* Develop member event at the Annual Meeting 2016.

**2. 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.

**Progress on Goals To-Date:**

As of April 26, 2016 Technologist membership is at 90% of their budgeted goal compared to 88% this time last year.

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| --- | --- | --- | --- |
| **Member Type** | **YTD** | **Budget** | **% budget met** |
| Technologist | 7,182 | 7,538 | 89% |
| Associate Technologist | 717 | 724 | 92% |

A lapsed member survey was sent in January to gather feedback as to why members are not renewing.

Research Group update:

Survey

In an effort to serve the needs of nuclear medicine technologists the committee conducted an electronic survey on the perceptions, challenges, and needs for today's tech.  The survey has closed and the committee will report out results and recommendation during the TS Executive Board Meeting.

Educator Advocate Project

The group created a project to help increase Nuclear Medicine Technology student awareness of member benefits and the discounted membership rate available for students who are transitioning from the SNMMI free student membership. Each committee member is calling a group of program directors and asking the following questions:

1. Would you and/or your other faculty members in your program assist in distributing surveys and forms to your graduating students if they were provided by the SNMMI-TS Membership Committee?
2. Would you be willing to assist in the information and fee gathering for your students that will be transitioning from free to full membership after graduation? If not, why?
3. What are your initial thoughts and/or concerns surrounding this initiative?

Marketing Group:

Recruitment campaign

The group created and launched a recruitment campaign in March to run through June.  The campaign theme is "Vote Yes to Becoming a SNMMI Member" and will consist of a multi-touch emails and direct mail pieces. As of April 2016, 74 new members were recruited, which is the most new members we can actually contribute to a campaign in a long time. There will be one more postcard and a few emails to wrap up the campaign.

Videos

The group is creating 4 videos that can be used as a recruitment tool or for general awareness. Topics include: general information, resources, advocacy, and local (grassroots).

The committee voted to approve the following members for Emeritus status:

Carole Schreck, CNMT, Barbara Park, CNMT, Marian Kay Myers, CNMT