SNMMI-TS Executive Board

September, 2016

Membership Committee Report

SNMMI-TS Membership Committee Charges for 2016-2017

### 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
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.
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.

**Progress on Goals To-Date:**

As of August 16, 2016 Technologist membership is at 96.5% of their budgeted goal compared to 120% this time last year. Last year the Associate Technologist category saw a large increase due to the new online renewal system.

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| **Member Type** | **YTD** | **Budget** | **% budget met** |
| Technologist | 7,825 | 8,042 | 97% |
| Associate Technologist | 750 | 780 | 96% |

**The committee discuss the following during the meeting in June and will be looking into:**

* How many program directors are members?
* Multi-year membership: The committee agreed to move forward with a multi-year membership, including a 5% discount on two years and a 10% discount on three years.
* Auto-renewal: staff is researching the possibility and database logistics

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?

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). All videos will be completed by 9/30/16.