**Membership and Communications Report, 7/10/2019**
July 2019 Board Meeting
**Amelia Neely** – Membership & Communications Manager

## Introduction

- Started with BSA in September 2018
- Non-profit development roles since 2002
- 6 years at Missouri Historical Society, 10 years at Forest Park Forever
- Roles included membership management, graphic design, website administration and database management

## On-going projects

- Membership
    - Work with BSA and SSE staff to renew their membership base in a timely and effective manner.
    - Work closely with BSA and SSE staff to produce timely and relevant eNewsletters and eBlasts.
    - Monthly Financial/Database Reconciliation reporting with Heather and Wanda.
    - Membership reports and data pulls as requested by BSA and SSE staff.
    - SEB membership database will be finished soon and I will be taking over their renewals, newsletters and database at that time.
    - Went to SEB conference this year to meet with their board and members and manage registration

- Publications
    - Pull publications mailing lists for BSA and SSE
    - Create eTocs emails for BSA members for *AJB* and *APPS* on a monthly basis
    - Update publication cover images on website

- Website Updates
    - SEB – Worked with SEB conference organizers and Heather to create and maintain their 2019 conference pages on main site as well as minor general updates when needed.
    - BSA – Have maintained/created webpages that use the Zikula framework.
    - Maintain the BSA job board, news, announcements, awards pages, etc. on the web site

- Awards Program
    - Helped manage over 20 awards during this season including
        - Communicating with winners/non-winners
        - Coordinated an information hub for all awards to be shared with Heather and Wanda
        - Compiled application data and creating documents for reviewers
    - Next year the process will be completely different for many of these awards with our new Awards program which will hopefully cut down on the manual tasks needed.

- BSA Conference
    - In charge of maintaining Conference App after initial upload both before and during conference
    - Admin for registration needs before and during conference
    - Worked with Rich, Johanne and conference staff to create a new look and feel to the BSA Booth for better marketing and outreach to members and potential members
    - BSA website setup for conference and available to help Conference website as needed
    - Working with Heather to support the PLANTS grants winners before and during the meeting

**Membership Overview**

The movement from one-year Professional Membership to three-year continues to rise, showing a strong interest in multi-year memberships. The first group of three-year members are due to renew this December, so at this point next year a renewal rate for this group will be possible.

Student memberships are also strong for year-to-date comparisons. It is our opinion that this group would thrive if given a three-year student membership option at the cost of $50 and highly recommend that the Board approve this change for the 2020 membership year. BSA's goal to fulfill our mission by supporting students throughout their career will allow for any students who graduate out of this group to continue to enjoy the student benefits until the end of their membership term.

Professional Members continue to support the Bill Dahl Graduate Research Awards (GSRA). 653 renewing Professional members since October 1, 2018 have chosen to Opt-In to a $25 increase in dues to support the GSRA, totaling $16,325 additional funds. With only 192 Professionals choosing not to Opt-In to the increase the BSA professional community continues to show their commitment to supporting early career members.

| Membership Types | June '19 | June '18 | | Dec '18 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Corresponding | 65 | 68 | -3 | 65 | 68 | 63 | 62 | 62 | 59 | 57 | 57 | 57 | 57 | 53 | 53 | 49 | 51 | 50 | 49 |
| Life | 82 | 72 | 10 | 76 | 69 | 60 | 57 | 54 | 54 | 51 | 53 | 53 | 54 | 54 | 54 | 51 | 48 | 46 | 46 |
| Emeritus | 278 | 281 | -3 | 280 | 281 | 262 | 255 | 240 | 226 | 250 | 219 | 212 | 212 | 201 | 192 | 114 | 132 | 92 | 149 |
| E Family | 39 | 38 | 1 | 39 | 38 | 36 | 36 | 34 | 32 | 0 | 30 | 30 | 27 | 23 | 25 | 14 | 16 | 5 | 7 |
| Retired | 53 | 55 | -2 | 65 | 53 | 49 | 52 | 48 | 34 | 31 | 33 | 26 | 30 | 21 | 9 | | | | |
| R Family | 2 | 0 | 2 | 0 | 4 | 4 | 2 | 2 | 2 | 0 | 4 | 6 | 4 | 2 | 2 | | | | |
| 3 Yr Professional | 287 | 196 | 91 | 242 | 178 | | | | | | | | | | | | | | |
| 3 Yr Prof Family | 18 | 0 | 18 | 17 | | | | | | | | | | | | | | | |
| Professional | 813 | 993 | -180 | 984 | 1050 | 1305 | 1367 | 1379 | 1450 | 1430 | 1413 | 1400 | 1562 | 1557 | 1571 | 1393 | 1522 | 1550 | 1687 |
| P Family | 108 | 138 | -30 | 129 | 145 | 173 | 186 | 209 | 217 | 234 | 233 | 231 | 255 | 247 | 236 | 187 | 181 | 145 | 161 |
| CC Professional | 32 | 31 | 1 | 34 | 44 | 46 | 41 | 40 | 42 | 49 | 44 | 31 | 20 | | | | | | |
| CC Family | 2 | 2 | 0 | 2 | 4 | 2 | 4 | 8 | 12 | 0 | 0 | 5 | 5 | | | | | | |
| PostDoc | 145 | 156 | -11 | 173 | 173 | 207 | 183 | 205 | 199 | 217 | 186 | 149 | 88 | | | | | | |
| PD Family | 3 | 0 | 3 | 3 | 1 | 2 | 5 | 8 | 11 | 0 | 10 | 8 | 5 | | | | | | |
| Student | 618 | 568 | 50 | 643 | 630 | 751 | 818 | 784 | 801 | 841 | 900 | 833 | 816 | 765 | 701 | 371 | 377 | 354 | 347 |
| S Family | 0 | 2 | -2 | 2 | 3 | 5 | 6 | 18 | 13 | 10 | 9 | 9 | 19 | 29 | 14 | 11 | 7 | 5 | 4 |
| S Chapter | 22 | 36 | -14 | 34 | 37 | 41 | 24 | 36 | 46 | | | | | | | | | | |
| K-12 Teachers | 9 | 14 | -5 | 15 | 13 | 19 | 21 | 23 | 28 | 51 | 68 | 56 | 60 | 54 | 37 | 19 | 5 | 4 | 8 |
| Affiliate | 18 | 22 | -4 | 24 | 33 | 38 | 35 | 40 | 52 | 48 | 45 | 40 | 32 | 30 | 22 | 7 | | 0 | 0 |
| Associate | 1 | 1 | 0 | 2 | 5 | 3 | 2 | 15 | 25 | 31 | 23 | 19 | 20 | 13 | 9 | 13 | | 0 | 0 |
| Amateur | 42 | 51 | -9 | 60 | 64 | 58 | 54 | 71 | 74 | 64 | 59 | 71 | 54 | 47 | 44 | 16 | | 0 | 0 |
| Developing Nations | 51 | 44 | 7 | 52 | 24 | | | | | | | | | | | | | | |
| | 2688 | 2768 | -80 | 2941 | 2917 | 3124 | 3210 | 3276 | 3377 | 3364 | 3386 | 3236 | 3320 | 3096 | 2969 | 2245 | 2339 | 2251 | 2458 |
| | | | | | | | | | | | | | | | | | | | |
| Professional | 1978 | 2074 | -96 | 2161 | 2132 | 2209 | 2250 | 2289 | 2338 | 2319 | 2282 | 2208 | 2319 | 2158 | 2142 | 1808 | 1950 | 1888 | 2099 |
| Student | 640 | 606 | 34 | 679 | 670 | 797 | 848 | 838 | 860 | 851 | 909 | 842 | 835 | 794 | 715 | 382 | 384 | 359 | 351 |
| Other | 70 | 88 | -18 | 101 | 115 | 118 | 112 | 149 | 179 | 194 | 195 | 186 | 166 | 144 | 112 | 55 | 5 | 4 | 8 |
| Growth/Decline | 2688 | 2768 | -80 | 2941 | 2917 | 3124 | 3210 | 3276 | 3377 | 3364 | 3386 | 3236 | 3320 | 3096 | 2969 | 2245 | 2339 | 2251 | 2458 |

**Social Media**

Social media continues to be a pivotal way for us to communicate with and interact with our members.

- Facebook 29,700 followers (7% growth since January)
- Twitter 7,000 followers (7% growth since January)
- *Membership Matters* eNewsletter (44% open rate, almost 4% increase since January)
- Website
- eRenewals (10 sent since January with an average 30% open rate)

The first stage of creating an overarching BSA Social Media Strategy has been completed with groundwork being laid to direct the discussion and decisions with the following in mind:

- BSA Mission and Objectives to drive all decision making and planning
  - What are the goals for social media that will fulfill the mission/objectives
  - Current BSA resources vs. barriers to achieve these goals
  - Choosing and supporting the platforms
  - Creating best practices and guidelines for staff and volunteers

The next step will be to go through the process of defining the vision of BSA as well as detailed steps on how to support the plan. With limited staff and monetary resources it will be pivotal to develop priorities and possibly a volunteer program to help support a vibrant and forward-looking social media plan.

**Future projects**
- 3-Year Student Membership Approval and Rollout in the Fall
- Continue to work with Student Representatives to enhance the overall member experience for student members.
- Once SEB's database is transitioned to CiviCRM I will take over responsibility for database integrity and their membership program (Heather is currently doing this)
- BSA and SEB website redesigns and maintenance