



## Southern Nursing Research Society 2016 Annual Board/Committee Report

**Name of Board Member or Committee:** Willie M. Abel / Membership Committee

**Committee Chair:** Willie M. Abel

<b>Membership Committee Members:</b>			
<b>Alabama</b>	Pam O'Neal Susan J. Appel Susan G. Williams	<b>Mississippi</b>	Lachel Story
<b>Arkansas</b>	Patricia "Trish" Wright	<b>North Carolina</b>	Florence Okoro Denise Isabel Britt Meyer Jabar Akbar
<b>Florida</b>	Kathaleen Bloom Carmen L Caicedo Denise Maguire	<b>South Carolina</b>	Michelle Nichols
<b>Georgia</b>	Barbara (Jane) Garvin Sharon Chalmers Helen Taggart Kim Hudson-Gallogly Amber McCall	<b>Tennessee</b>	Mona Newsome Wicks
<b>Kentucky</b>	Jennifer Miller Frances Hardin-Fanning Barbara Jackson	<b>Texas</b>	M. Danet Lapiz Bluhm Becky Spencer Pam Joplin-Gonzales Pamela Hodges Vanessa Monroe
<b>Louisiana</b>	Shelley Thibeau	<b>Virginia</b>	Julie Strunk Melody Kay Eaton Lynn L. Wiles Jessica Keim-Malpass
<b>Maryland</b>	Susan Dorsey	<b>West Virginia</b>	Jennifer Mallow
<b>Student Network Representative:</b> Timiya Nolan			
<b>SNRS Membership Coordinator:</b> Janet Kalne			

### Annual Activities and Accomplishments:

1. Regular Membership and Student Membership Survey completed and data reported to Board.
2. At 2016 Conference, membership was at an all-time high of 1300 total members.
3. Membership brochure updated and reflects the diversity of nurse scientists in SNRS.
4. A short piece entitled, A Message from the Membership Committee, included in the *Southern Connections Newsletter* regarding Year-long Membership Drive.
5. The membership/renewal application form updated to identify the level of all scientist; also includes the open ended question, how can SNRS meet your needs?
6. 30-day grace period replaced the 90-day grace period.
7. Increased the number of State Liaisons to assist with the Yearlong Membership Drive, especially in states with more PhD programs.



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8. Orientation held on Go To Meeting to orient new State Liaisons.
9. State Liaisons continue with follow-up emails to expired and deactivated members, as well as welcoming new members. In addition, they reached out to PhD programs and Magnet hospitals with recruitment efforts.
10. Oriented Lovoria Williams, newly elected Board Member/Director of Membership to her role, responsibilities, and shared resources.

### Committee Goals for Coming Year:

1. Continue to be accessible to Lovoria Williams, newly elected Board Member/Director of Membership to ensure smooth transition to her role.
2. Membership has had a steady decline from 1300 in January 2016, to 1093 in December 2016 (a decrease of 207 members). One potential cause for the drop in membership may be attributed to the February, 2016 vote to increase membership dues from \$130 to \$180 which raised dues by \$50, resulting in a 38.46% increase in membership dues. According to research, dues increases over 21% tends to erode renewal numbers. Listed below are resources to support this information.
  - <http://membershipmarketing.blogspot.com/2011/10/impact-of-membership-dues-increase-on.html>
  - <http://hightperformance.com/raise-dues/>

Based on this research, State Liaisons were asked to send a simple email to all who did not renew their membership and ask the question, *Do you plan to renew your SNRS membership this month? If not, please indicate the reason for not renewing.* This information will be helpful in planning future recruitment efforts.

3. Consider offering a multi-year membership and/or yearly automatic renewal with an email a month ahead of renewal offering an opt out and an opportunity to update financial information.