

## **Membership and Communications Report**

2019 Board Meeting

Amelia Neely – Membership & Communications Manager

### **Introduction**

- Non-profit 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

### **Training since starting at BSA in September 2018**

- BSA, SSE, SEB overviews, Heather
- CiviCRM, Rob and Heather and several CiviCRM Training Courses
- Website Management via Zikula framework, Rob
- Societies' eCommunications, Heather
- Financial and Membership Reporting, Heather and Wanda
- Awards Programs, Heather
- Societies' Conferences, Heather, Johanne and the rest of the staff
- *PlantingScience*, Catrina, Jodi and Heather
- *AJB*, *APPS* and *PSB*, Amy, Beth and Rich

### **On-going projects**

- Database Integrity
  - CiviCRM is still relatively new to BSA. I have been working closely with Rob to make on-going modifications and corrections to foster a user-friendly experience for the members as well as an accurate and functional database for development needs.
  - Because most of the data in our database is input by the members themselves, there is a need for routine scheduled cleanup including: removal/merging of duplicate records, privacy notification updates, email research and updates and typos in record fields.
  - I have started the process of creating a digital user manual to complement the new database including best practices and standard operating procedures.
- Membership
  - Worked with BSA and SSE staff to renew their membership base in a timely and effective manner.
  - Worked closely with BSA and SSE staff to produce timely and relevant eNewsletters and eBlasts.
  - Updated look and feel of BSA eNewsletter and other email templates.
  - Created a Membership Calendar shared with Heather to plan and track Member Communications from all societies to ensure members do not receive too many emails from any one society and ensure all scheduled communications occur on time.
  - Monthly Reconciliation reporting with Heather and Wanda.
  - Membership reports and data pulls as requested by BSA and SSE staff.

- 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 all webpages that use the Zikula framework and updating all the Awards pages to bring them current

## Membership Overview

	<b>2018</b>	% of Total	<b>2017</b>		<b>2016</b>		<b>2015</b>		<b>2014</b>	
Corresponding Life	65	2.2%	68	2%	63	2%	62	2%	62	2%
Emeritus	280	9.5%	281	10%	262	8%	255	8%	240	7%
E Family	39	1.3%	38	1%	36	1%	36	1%	34	1%
Retired	65	2.2%	53	2%	49	2%	52	2%	48	1%
R Family	0	0.0%	4	0%	4	0%	2	0%	2	0%
3 Yr Professional	242	8.2%	178	6%						
3 Yr Prof Family	17	0.6%								
Professional	984	33.5%	1050	36%	1305	42%	1367	43%	1379	42%
P Family	129	4.4%	145	5%	173	6%	186	6%	209	6%
CC Professional	34	1.2%	44	2%	46	1%	41	1%	40	1%
CC Family	2	0.1%	4	0%	2	0%	4	0%	8	0%
PostDoc	173	5.9%	173	6%	207	7%	183	6%	205	6%
PD Family	3	0.1%	1	0%	2	0%	5	0%	8	0%
Student	643	21.9%	630	22%	751	24%	818	25%	784	24%
S Family	2	0.1%	3	0%	5	0%	6	0%	18	1%
S Chapter	34	1.2%	37	1%	41	1%	24	1%	36	1%
K-12 Teachers	15	0.5%	13	0%	19	1%	21	1%	23	1%
Affiliate	24	0.8%	33	1%	38	1%	35	1%	40	1%
Associate	2	0.1%	5	0%	3	0%	2	0%	15	0%
Amateur	60	2.0%	64	2%	58	2%	54	2%	71	2%
Developing Nations	52	1.8%	24	1%						
	<b>2941</b>		<b>2917</b>		<b>3124</b>		<b>3210</b>		<b>3276</b>	
Professional	2161	73.5%	2132	73%	2209	71%	2250	70%	2289	70%
Student	679	23.1%	670	23%	797	26%	848	26%	838	26%
Other	101	3.4%	115	4%	118	4%	112	3%	149	5%
<i>Growth/Decline</i>	<b>2941</b>	<i>0.8%</i>	<b>2917</b>	<i>6.6%</i>	<b>3124</b>	<i>2.7%</i>	<b>3210</b>	<i>2.0%</i>	<b>3276</b>	<i>3.0%</i>

Membership increased only slightly in 2018 (24 more members than 2017). This was not a surprise as BSA was going through a lot of changes in the last 12 months including the transition to Wiley, the newly appointed Executive Director and the search and hiring of the new Membership & Communications Manager.

2018 was the second year that a 3-year Professional membership option was available. There was a significant move from traditional 1-year Professional memberships to the 3-year option with just over 80 members switching to 3-year memberships from 2017-2018 including, for the first time, 17 3-Year Professional Family memberships.

The Developing Nations category was another success. It more than doubled in its second year as a membership category option, showing that this category is a real value to our members who may not have been able to afford memberships in the past.

The Student memberships have started to grow again, though they have not yet hit pre-2017 numbers. As the second largest category of memberships, and the future of our society's membership base, we are working on ways to grow this segment including reaching out to our student gift membership recipients to make sure they take advantage of their gift memberships and engaging this group more actively in generationally specific ways. This includes recently adding their Twitter Feeds to the directory, looking into a community space for them to network with others in their field, and surveying them in the coming year to find out what are their specific needs so we can better serve them.

Looking at the success of our 3-Year Professional membership category, implementation of a 3-Year Student membership level in the coming year would be another great strategy to serve our Student members. The convenience of this option would help the students stay involved year after year and not having to renew annually would be one less thing they would have to juggle during their studies.

## **Social Media**

Thanks to Rich and Heather we have been able to keep our Facebook and Twitter accounts active and relevant to our members throughout the transition time of 2018 and as I acclimate to my new position. Our Facebook followers continued to grow 9% from 25,000 members this time last year to over 27,500 members today. Our Twitter Feed also has over 6,500 followers. Rich's historical knowledge and understanding of what our members find interesting, and useful to their careers, has kept our social media presence a success.

Our 2018 *Membership Matters* eNewsletters averaged an open rate of 40.4% which is higher than 2017 and outstanding compared to the industry standard of 20%. This shows that the monthly eNewsletter is seen as a great benefit to our members and has consistently included relevant and useful information to our member base.

## **Future projects**

- Possible 3-Year Student Membership level
- 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 (Rob to discuss in more detail)
- Possible Community platform (Heather to discuss in more detail)
- Explore CiviCRM Mosaico email program as a free alternative to MailChimp. This will streamline eCommunications to the societies and could also lead to members having the opportunity to choose which types of emails to receive and lower our already very low unsubscribe rate.
- Create and implement a New Member Program that will introduce the new members to their societies in a meaningful way.
  - Automated welcome emails sent once a month for several months highlighting benefits
  - Possible personal outreach
  - Simple survey to gauge interest in topics