



REPORTS TO:	Board of Directors
REPORT OF:	ASCLS Membership Committee
SUBMITTED FOR:	ASCLS 2017 Annual Meeting
PREPARED BY:	Brandy Greenhill
DATE:	July 13, 2017

Activities of the Committee or Affiliated Organizations

ASCLS Membership Committee Activities:

- ASCLS Membership Committee members have met by conference call on the first Monday of each month beginning September 2016.
- Committee member attendance has been consistent at about 65%.
- ASCLS Voices Under 40: Several calls for nominations and reminders were sent to ASCLS members. Eight nominations were received by the deadline of May 1; nominees were rated by committee members. Notifications were sent to all nominees; letters sent to employers, honoree names submitted to Awards committee. Recognition will take place at the ASCLS Member Awards ceremony on August 3. The committee has reviewed the Voices process and recommended changes for the next year.
- Member Rewards promotion was removed this year.
- Early Renewal was changed this year. Early Renewal previously began March 1 but was moved to May 1.
- ASCLS Group Membership Package information: Group packages have increased with a consistent interest among educational programs and a building interest among laboratory groups. Manager's packages were renamed as Laboratory Group Packages and no longer include free registration at a national meeting but will earn \$50 for every 5 members above 10.
- Continued issuing monthly communications. These updates were posted on the Membership Committee page. Committee members were also charged with sending the communications directly to those they represent.
- ROI information for membership: each monthly update includes a bullet point detailing one member-only benefit. This year the focus was on patient safety. Holly Weinberg supplied 5 patient safety member only benefits. Other examples include networking opportunities, leadership academy offerings at state, regional and national levels, and CMP membership offerings.
- The New Ideas Factory requested to join Membership Committee as a subcommittee. Request was approved.
- Mattie Kropf, Lacey Campbell and Brandy Greenhill headed up the You Tube Video Contest again this year. The winning entries were submitted by Joanna Ellis, Texas State University, and Maria Rodriguez from Montana.

- Roxanne Alter chaired the Membership Restructure sub-Committee. The original purpose of this committee was to determine if a value-based model is suitable and feasible for ASCLS. The committee charges became more robust and ended with a recommended new membership model currently submitted to the Executive Board. See RFA and attachments.
- Brooke Solberg and Alice Hawley/Brandy Greenhill submitted an articles to ASCLS Today.

Items of Concern:

Need more active participation from committee members.

Request for Action:

I move that the ASCLS Board approve the attached membership dues structure (Attachment A) for implementation during FY2018 and refer to the Bylaws and Policies and Procedure Committees for any recommendations required within the Bylaws and SOPs to fully implement.

Noted: A report of the Membership Restructuring Subcommittee is provided (Attachment B) for additional information. However, the board is voting to implement the structure in Attachment A.

Attachment A

Proposed Membership Dues Structure

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ASCLS Membership Types/Benefits

Name	Developing Professional	Ascending Professionals	Professional	Platinum Professional	Community
Description	Student	Career Starter	Standard	Retired or Previously Emeritus	Non-Professional
Membership in Scientific Assemblies of your choice	X	X	X	X	X
Subscription to ASCLS Today	X	X	X	X	X
Subscription to Clinical Laboratory Science Journal	X	X	X	X	X
Automatic reporting of CE to the BOC	NA	X	X	X	
Eligible to vote and choose leadership.	X	X	X	X	
State Level Event Registration Discounts	X	X	X	X	X
Unlimited access to ALL Forums on the ASCLS Connect online community	X	X	X	X	
Eligibility for continuous membership needed to qualify for Platinum membership status	X	X	X		
Member discounts on all ASCLS products and events	X	X	X	Special Platinum Pricing	
Leadership opportunities to serve on national committees, taskforces, or delegate in the HOD	X	X	X	X	

Membership Type Eligibility

- Developing Professionals (formerly Student members)
 - Eligibility: Enrollment full-time in undergraduate and graduate programs in or related to the clinical laboratory. The member can maintain this membership category for no more than 5 years.
- Ascending Professionals, replaces FYP
 - Eligibility: Members can maintain this category for 5 years. NOTE: this timeframe is to be used to coincide with the definition of a New Professional.
- Professional, combination of Professional I and II
 - Eligibility: Open to any member
- Platinum Professionals, replaces Emeritus I and II members (all Emeritus Members are grandfathered into Platinum Professional membership)
 - Eligibility: Membership in ASCLS for 25 years AND has reached the age of 67
- Community Membership, Non-Professional
 - Eligibility: Open to anyone

Create a premium membership category for individuals who wish to support ASCLS in a broader capacity and provide additional benefits to this group.

Sustaining Membership

- Cost: Additional \$100
- Eligibility: All membership categories

Provide discounted pricing to those members who renew on time as well as a 2-year student membership.

	Developing Professional	Ascending Professionals	Professional	Platinum Professional	Community
Renewal Cost	\$24	\$48	\$96	\$24	\$60
Join Cost	Two Year Membership \$40	\$60	\$108	Not eligible to join Requires continuous membership	\$72

Attachment B

Summary of Membership Restructure Subcommittee for ASCLS Board of Directors

Subcommittee members:

- Roxanne Alter ralter@unmc.edu (Chair)
- Sharon Reistad sharon.reistad@med.und.edu
- Lauren Engel lauren.engel94@gmail.com
- Abou Drammeh aboudrammeh@gmail.com

Purpose

Determine if a value-based model is suitable and feasible for ASCLS

Charges

- Review other organizations membership models
- Review offerings such as CE, different professional levels
 - PF1 vs PF2- do we need two categories
 - Should journal be a standard offering to all memberships
 - Emeritus vs Retired Member category
- Using items in ROI, is there enough for division into a value-based model?
- Design/Recommend a value-based model if possible. If not, what are the obstacles?

Resources and Data Reviewed:

- Lapsed member survey from 2013-14 Leadership Academy
- 2015 and 2016 New Professionals and New Members Surveys
- 2016 Retired Professional Survey
- Engagement and Member Experience: <http://associationsnow.com/2016/10/engagement-must-built-member-experience/>
- SCCM Membership Value Survey
- Membership information for outside organizations, some within the lab profession, and some outside.

Summary of Findings

ASCLS needs to develop and define the tangible and intangible benefits of being an ASCLS member

Tangible Benefits

Discounts for target, Starbucks – We need a committee to search out companies for discounts. It would be great if we had companies that are important to our industry and that our members would value. These benefits need to be communicated, continually updated and meaningful.

Intangible Benefits (available to members only)

- Community groups within the ASCLS member community that key in on a person's particular interests. Each community will need a Admin that will serve as a moderator for discussion. This will keep the discussion going and the community will be updated regularly; examples Rural, Career Starter, or Retired.
- Access to a database of what others are making to benchmark your current salaries, including data of salaries at the 90 percentile.
- Tools for effectively negotiating higher salaries with your boss.
- Case studies from the highest earners in the laboratory profession on how they did it.
- Learning opportunities on how to leverage workforce shortages to increase one's salary.
- Training to move up into management (if that's a choice someone wants to make)
- Special advance access to high paying job postings before release to the rest of the community. There are institutions who are desperate. They are willing to pay more, we can connect them with our members, thus driving our members' salaries higher.

ASCLS should consider new membership categories and revise the current categories with the basis of the structure being that all members of ASCLS are professionals, but at different points in their careers. The following would be the recommended membership types. See Figure 1 for additional details.

- Developing Professionals, formerly Student members
 - Eligibility: Enrollment full-time in undergraduate and graduate programs in or related to the clinical laboratory. The member can maintain this membership category for no more than 5 years.
- Ascending Professionals, replaces FYP and offers an extended discount.
 - Eligibility: Members can maintain this category for 5 years. NOTE: this timeframe is to be used to coincide with the definition of a New Professional.
- Established Professionals, combination of Professional I and II
 - Eligibility: Open to any member
- Platinum Professionals, combination of Emeritus I and II members
 - Eligibility: Membership in ASCLS for 25 years AND has reached the age of 67
- Community Membership, Non-Professional
 - Eligibility: Open to anyone

ASCLS Membership Models-Figure 1

Name	Developing Professional	Ascending Professionals	Professional	Platinum Professional	Community
Level	Student	Career Starter	Standard	Retired/Emeritus	Non-Professional
Access to Open Forum, State Forum and SA Forum on the ASCLS Connect online community	X	X	X	X	X
Membership in Scientific Assemblies of your choice	X	X	X	X	X
Representation in Washington, DC and participation in the grass-roots Lab Network	X	X	X	X	X
Subscription to ASCLS Today	X	X	X	X	X
Subscription to Clinical Laboratory Science Journal	X	X	X	X	X
Subscription to weekly Newsbytes email	X	X	X	X	X
Automatic reporting of CE to the BOC	X	X	X		
Eligible to vote and choose leadership.	X	X	X	X	
State Level Event Registration Discounts	X	X	X	X	X
Unlimited access to ALL Forums on the ASCLS Connect online community	X	X	X	X	
Eligibility for continuous membership needed to qualify for Platinum membership status	X	X	X		
Member discounts on ASCLS Webinars	X	X	X		
Eligibility to purchase CMM packages	X	X	X		
Member Discounts on Self Study Courses	X	X	X		
Member discounts on all live events, including the Clinical Educators	X	X	X	X	

Conference (CLEC) and the ASCLS Annual Meeting

Leadership opportunities to serve on national committees, taskforces, or delegate in the HOD

X X X X

ASCLS should consider a premium membership category for individuals who wish to and are able to support ASCLS in a broader capacity

Sustaining Membership

- Cost: Additional \$100
- Eligibility: All membership categories
- Possible benefits:
 - Early Bird pricing for events all the time.
 - Special reserved seating at ASCLS Events
 - Exclusive Sustaining Member online community
 - Special membership pin and meeting lanyards to show your unique commitment to sustaining the profession.
 - Participation in the 3P advisory council
 - Early access to the ASCLS hotel blocks at meetings.

ASCLS should consider offering a price break to those members who renew on time as well as a 2 year student membership. See Figure 2.

Figure 2	Developing Professional	Ascending Professionals	Professional	Platinum Professional	Community
Renewal Cost	\$2 per month \$24	\$4 per month \$48	\$8 per month \$96	\$2 per month \$24	\$5 per month \$60
Join Cost	Two Year Membership \$40	\$5 per month \$60	\$9 per month \$108	Not eligible to join Requires continuous membership	\$6 per month \$72