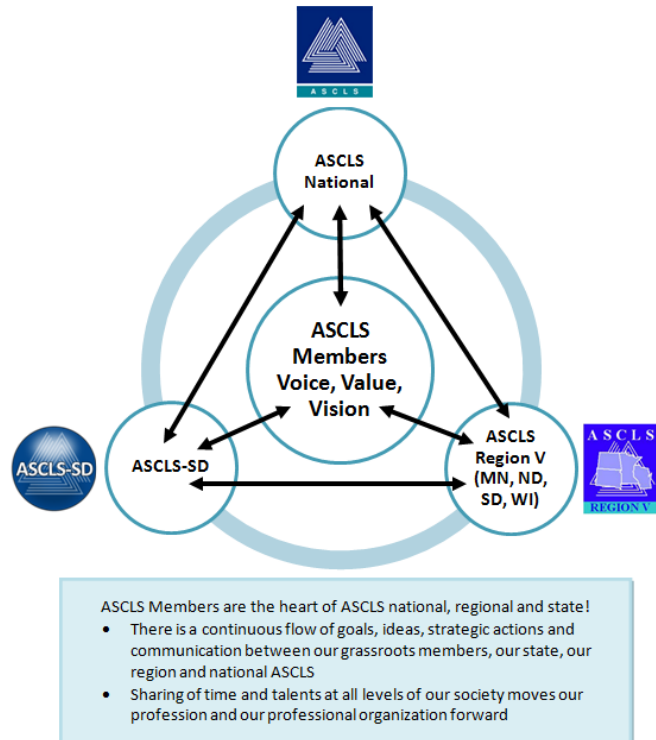


How to be a Successful State Membership Chair: Lessons Learned

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- I. My background:
 - a. TACLS State Membership Chair 2015-2017
 - b. Region VII Representative 2014-2017
 - c. ASCLS Membership Committee Vice Chair 2014-2016
 - d. ASCLS Membership Chair 2016-2017

- II. The Basics:
 - a. ASCLS Organizational Structure



- b. Communication
 - i. How to find roster
 - 1. Pull rosters monthly to track membership numbers
 - a. Contact Andrea Hickey at National Office for rosters
 - 2. Have a plan to contact lapsed members
 - a. Call Center approach
 - b. Email/text blast
 - c. Ideally: catch at early enrollment before they lapse

III. My Lessons Learned

ASCLS Annual Meeting-San Diego

- a. Have a plan
 - i. Design a Membership Development Plan
 - 1. Where do you want to see your membership?
 - 2. Is there a specific group you want to target?
 - 3. What are the goals for membership? Increase overall by 10%? Increase conversion of students to professionals? Do you need a more diverse membership?
 - b. Team
 - i. Surround yourself with motivated volunteers
 - 1. This generates new ideas (not all may work but TRY!)
 - ii. Work with Student Rep and New Professionals Rep
 - iii. Bottom line, you will need help.
 - c. Feedback
 - i. Be open to feedback from the membership
 - 1. What do they need to be successful?
 - ii. Solicit information from membership
 - 1. Surveys
 - 2. Open discussion on social media
 - d. Communication
 - i. Design a Communication Plan
 - 1. How often? How will you communicate (FB, Society website, Society Blog, Twitter, email database, texts)?
 - ii. What will you communicate?
 - 1. Welcome to new members
 - 2. Board meeting updates
 - 3. Congratulations of milestone service years (5, 10, 15...)
 - 4. CE Opportunities
 - 5. Governance/legislative updates
 - 6. Lab test updates
 - iii. Recommendation: communicate often enough without be a nuisance
 - e. Social Media
 - i. Use multiple sources
 - ii. If you don't know how, query your membership for social media savvy member to help
- IV. Open Discussion
- a. What are you doing in your State? Concerns? What's working?
 - b. State Meetings- membership booth ideas?
 - c. Lab Week activities?