

Membership Committee Meeting Minutes March 30, 2017 – Milwaukee, WI

Gerry Cox (visiting), Xavi Escandell, Jennifer Talarico, Ted Thornhill, Marlynn May (visiting), Lisa Thrane, Julie Pelton, Diane Rodgers, Akiko, Michael Haedicke, Pamela Emanuelson, Phyllis Baker, Meggan Lee, Megan Neilsen, Julia Mendez, and Lee Miller (Chair).

8:31am Called to order, Lee welcomes committee

1. Gerry Cox – Retirement Task Force

The task force is recommending that the committee continue to work with ASA Task force, create clearer criteria to become a Life Member, and increase participation of retirees at the annual meeting. Cox reports that retirees are not sure how to become a life member. Cost of attending meeting is one barrier to keeping retirees in MSS. Committee is exploring what a new fee structure might look like – specifically, the student fee structure.

Other recommendations: renew speaker fee to support travel of life members to speak on campuses or at other conferences, schedule sessions that will attract retirees, increase involvement of retirees that are local during meetings, help to make retirees WANT to come to meetings. [Retirees may not understand how to submit a full session. People are trying to educate, spread word that it is possible.]

Committee discussion: Is there a list of potential speakers? TASK Force should create list of 10 or so retirees who would be willing to travel and we can put on webpage. Ask that task force consider distance (Ted) of travel. Should explore how we can work on the website – difficult to follow links to things on website.

Committee consensus: Need a Formal Proposal from TASK FORCE before we act. What are they asking for – travel and honorarium? Who will be part of the travel award? Do we know that people will participate and funds will be used?

Committee question: Could membership fees be tied to income? This would be complicated in current system. Should we move to a sliding scale for all membership and registration?

DISCUSSION for TODAY: What do we want LIFE membership to mean? (Now it is 1. Retired 2. 20 years of service, no one has ever been denied and it is currently on consent agenda. There is a gift which costs the MSS)

- Extraordinary service, and honor of commitment to MSS
 - How do you quantify the honor? Is it an honor if there is little recognition and board doesn't discuss.
- Like the flexibility of determining what "service" to organization means
 - Better explanation of the honor on website where the link – website has already been updated so process should be clarified

- All individual members face financial challenges with regard to attending meeting.

CONSENSUS: LIFE member = membership waived, but not registration, no change.

CONSENSUS: Retirees = Tiered approach recommended, should be in proposal? However, tiered approach would need to be generalized for entire membership.

Subcommittee on FEE STRUCTURES formed– Megan Nielson, Ted Thornhill, Pamela Emanuelson, Jennifer Talarico, Lee Miller. CHAIR: Megan.

Final questions and thoughts on this: Could we get information with regard to whether this would incentivize attendance? Real cost of attendance is travel and food. Full consideration of fee structure would help lay plans for meeting Strategic Plan objectives.

2. Marlynn May and Julia – 2018 Theme updates

Two issues that he wants to pay attention to when designing the program: Diversity of membership and community organizations. Program interest is in how they can work with us on this goal. Social media will be incorporated into annual meeting planning. Bring in more community organization people – applied sociologists?

3. Social media Editor

Recommendations on how to coordinate relationship between Editor and Membership committee.

- Clear that we need to work on communication with membership.
- Not possible to create a media mechanism that meets everyone’s needs perfectly.
- Integration of all three things is what will be key – using FB and Twitter to drive to website**
- Challenge of demographics means we will have more “retirees” but they will also be more tech savvy. Panel to teach people how to use SM in program.
- Focus should be on website
- Needs to work with new society pages project.
- Outreach to retirees, meet with them to talk about website
- PR focus
- SM person could be working on outreach to community organizations and CCs
- Coordinate with AM app

Committee asks Jennifer to work with Julie and Michael and new Media Editor to clean up website over the summer.

4. Strategic Direction #1 – all on membership

Objective 3 and 4 will be covered by Jennifer and Lee

Discussion of objectives 1 and 2

- Streamlining process of proposing/implementing member-led initiatives
 - Mechanism seems to be in place and working relatively well
 - Communicating the mechanism to the membership should be priority (does the membership know that they can make proposals??)
 - Suggest writing up a statement about the process for writing up a formal proposal for ideas that are linked to strategic plan - Lee
 - Timeline for board actions, when we will get back to them with feedback, updates
 - Clarity with regard to who to send it to – bring it to state director
 - Needs to be featured on website
 - Suggestion to build a “Member Voices” space on website
- Underrepresented groups
 - Work that is underway: Retirement task force, first gen TASK force
 - Other groups that we need to work with
 - QUEER students, LGBT
 - Draft statement of inclusivity (see Drake University’s ?)
 - Students generally
 - Sponsorship of student members?
 - Can create this as a restricted gift with regard to budget and funding

REC: student issues committee discusses travel grant amount, consider covering one night at hotel. Will bring proposal to board.

NOTE: New State Directors were not notified about attending the meeting. Make sure Chair includes them on the pre-meeting correspondence in the future.

Chair thanks Julie Pelton for help with minutes.

Action items:

Subcommittee [Megan Neilsen (Chair), Ted Thornhill, Pamela Emanuelson, Jennifer Talarico, Lee Miller] will tackle process of reviewing fee structure for retirees, and all members. Lifetime members remain the same. Supports Strategic Plan 1720 Direction 1, Objective 2

Lee will draft language about process for members to submit proposals. Supports Strategic Plan 1720, Direction 1, Objective 1

Ask Retiree Task Force to propose how to reinstate the speaker series. Supports Strategic Plan 1720, Direction 1, Objective 2

Meggan will work with Student Issues committee to draft proposal for increased support and inclusion for LGBTQ community; AND proposal to reorganize student travel grants. Both

support Strategic Plan 1720, Objective 2, Second supports Strategic Plan 1720 Direction 5, Objective 3

Membership Committee will work with **Annual Meeting Committee** to suggest outreach to applied sociologists and underrepresented groups at 2018 meeting. Supports Strategic Plan 1720, Direction 1, Objective 2

With committee input, **Lee** will work with Jennifer on Strategic Plan 1720, Direction 1, Objectives 3 and 4.

Membership Committee members agree to work via email, Skype, etc. during the summer months. Will have reports for fall Board meeting.

Meeting adjourned at 10:00am

Respectfully submitted,
Lee Miller, MSS Secretary