



MEMBERSHIP COMMITTEE REPORT
CPFI Board Meeting @GMHC
November 2016 – Gene Lutz, V.P., Chair

Attached please find copy of membership statistics for 2015 May and 2015 Nov AND for 2016 May and 2016 Nov. Professional member numbers are pretty much the same for 2015 and 2016 (2% down for May and 2% up for Nov). Student member totals are up by 32 (6%) for May 2016 from May 2015 but down by 80 (11%) for Nov 2016 from Nov 2015.

Two members of the Membership Committee (Daniel Wilson and Kinbo Lee, along with Nena Lindrose) put together an online survey to assess why members do not renew. Those who responded are being contacted by Kinbo Lee and Suzanne Hussar to evaluate if there are any general themes that can be addressed. The hope is that the data collected both by the survey and by the personalized follow-up will assist us in developing ways to improve retention percentages.

Nena also sent out a list of non-renewed members and asked the Board to take responsibility for contacting these lapsed members to encourage them to renew and find out their reason(s) for non-renewal. If you have not yet responded to this request, please do so if we all take some, the task is not so daunting. Please keep notes of the responses and forward them to Nena when you complete your list.

I also have communicated with a Canadian CPFI member, Jessica Leavitt (a recent graduate), who is planning to attend the Colorado Springs Annual meeting and is working to recruit some others to join her in attending. Jessica has also agreed to serving on the Membership Committee.

Respectfully submitted

A handwritten signature in black ink that reads 'Eugene M. Lutz'.

Gene Lutz, V.P.
Membership Committee Chair

Members: Daniel Wilson, Kinbo Lee, Amy Holmes, Suzanne Hussar, Jessica Leavitt and Gene Lutz