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2008-05-30 PCA Member Retention Committee Report, May 23, 2008

Pennsylvania Counseling Associatio

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PCA Member Retention Committee Report
May 23, 2008
Submitted by
Anne Marie Hull, MA, NCC

Once the memberships expired and the membership data was purged from the membership file, the purged membership list was emailed to me. Those with emails listed were sent this email.

Dear Member,

We have noticed you let your membership expire to the Pennsylvania Counseling Association. As a Professional Organization we are always looking for ways to make improvements. Could you take a moment and share with me your reasons for not renewing and if you have just forgotten you have the option of going to the PCA website and renewing online. Again, you are missed as a member and we would like to see you rejoin. Your comments and concerns are taken seriously. Please feel free to contact me.

Anne Marie Hull, MA, NCC
Membership Committee

Many members emailed me back. Some of the reasons given for not rejoining:

- **financial reasons (hardship for retirees, a suggestion was made to offer on the membership form, a donation to go to those with financial difficulty, such as paying for someone else, or just a five or ten dollar donation toward a gift membership)**
- **they moved out of State**
- **they forgot**
- **they were unsatisfied with services provided**
 - **felt website is frequently not updated**
 - **website is hard to navigate**
 - **there are too many pictures on website and it takes too long to down load on dial up**
 - **No resources for studying for NCE**
 - **Would like study group for NCE offered at conference**
 - **Would like more information about private practice at conference**
 - **Would like more information about insurance forms**
 - **Would like more ideas about liability**
 - **Would like more events to connect professionals**
 - **Would like PCA cards listing the divisions they belong to**
 - **ACA offers people to speak with**

I responded back to each email that had a concern and stated their concerns have been taken seriously and would be brought to the board. There were several members whose email and phone number no longer work. Phone calls have also been made but the overwhelming response has come from emails.