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PCA Board of Directors Meetings

Pennsylvania Counseling Association (PCA)

7-26-2015

2015-07-26 PCA Membership Report

Pennsylvania Counseling Association

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PCA Report

Date: 7/26/2015

Division/Branch/Position: membership committee

Chair Person Name: Eric Owens, Debra Hyatt-Burkhart

If chair is not attending, please indicate name of designee:

We will be participating by telephone

Action Item for Upcoming PCA Meeting: (please highlight one) YES NOx

**Attending the Upcoming PCA Meeting in person: ((please highlight one)
YES NO**

If attending via skype, list skype name:

If attending via conference call, please provide phone number:

Debra # 724 421 7774

Eric # 412 953 8565

Summary/Update of Action Item:

The committee has continued to strategize regarding ways to increase new members and to ensure the renewal of existing memberships. We persist in sending reminder e-mails about pending expiration and are sending monthly "thank you" e-mails for those individuals who complete renewal.

Our current assessment of needs is as follows:

1. We recommend changing the automatic "renewal" e-mail to include a more detailed description of the benefits of membership. We

currently include this information in the “thank you” e-mail, but we feel it would be better to remind members of why they should renew in the hopes of retaining more members.

2. We would like to send a brief survey to those individuals who have chosen to allow their membership to lapse inquiring as to what factors were present that led them to that decision.

3. We would like to increase outreach efforts beyond educational venues. In order to expand the membership, we believe that we need to find ways to reach practitioners. It appears that the organization derives most of its members through counselor education and academic avenues.

Our plan as a committee is undertake these efforts within the next 6 months.