

## **OSURA Membership Committee Annual Report**

### **May 2018-February 2019**

Current Membership. Gemma McLuckie and Diane Selby, cochairs. Sandy Ball, Rai Goerler, Don Larson, Jerry Newsom, Marie Taris, Diana Vanek, Nancy Wardwell, and Diane Whalen. **Ex-Officio:** Steven D'Ambrosio and Meg Teaford

Members who became inactive during the year: Nancy Beja, David Crawford, Carlene Hamilton (deceased), and Shirley Fields McCoy. Ex-officio Carl Leier

### **Membership data**

Total members (lifetime and annual, retirees and spouse/partners) as of 31 Jan. 2019: 2579. On 31 Jan. 2018, it was 2700, a drop of 121 members (including 23 Life Members who passed away).

Number of paid annual members for this fiscal year (1 July 2018 through 1 Feb. 2019) was 551; a year ago (for FY 2018) it was 588.

### **Membership recruitment**

The committee sent letters in November 2019 to Annual (Sustaining) Members, reminding them to renew their memberships. The mailing was delayed because of technical issues but response was good.

### **Tracking of data files**

The Committee, led by Jerry Newsom and Marie Taris, continues to work with the OSU Alumni Association and Development Office staff to clarify and correct data collection. The committee has received monthly reports, plus downloads of mail merge files. The Excel files often require extensive modification in order to be useful for mailings and emails.

The Committee contacted members to: remind annual members to renew, thank Life Members (also suggesting they contribute), and ask members to update their contact information and opt in/out of the 2019 OSURA Directory.

### **Directory**

The committee spent considerable time at meetings discussing myriad issues that needed to be worked out. After much debate, and with input from the OSURA board, it was decided to print a 2019 Directory. In addition, the Membership Committee is studying how best to initiate an online Directory.

The committee is in the process of asking Life and Annual members to update their contact information. They are given the option to indicate what information, if any, to include in the Directory.

To meet with security concerns, members also are asked to opt in or opt out of the listing.

Members are also informed about the coming online Directory. The Committee will be considering whether it will serve OSURA best to stay with OSUAA or an outside vendor.