

Membership Committee Report for November 8, 2022, Board Meeting

Membership Numbers: As of the end of September, we have 2,373 members. This is up 4 from the end of August.

Membership Outreach: We are in the process of setting up a meeting with Katie Hall from HR Leadership to talk about ways in which we can become more visible to OSU employees. The years of service lunch is being reinstated this year on November 29th. We are hoping to be able to attend and possibly address the attendees.

We are also working on sending out letters and brochures to retirees who have been retired for 6 months or more but have not joined OSURA to try and connect with them now that they have had time to settle into retirement.

Spotlights: We have articles for the monthly Spotlight in the newsletter through December. If you have any suggestions on someone to contact about being a Spotlight, please let Rai Goerler know.

Annual Renewal Drive: A reminder about annual renewals will be submitted for the December newsletter. An email to annual members will be sent out around November 15th. A holiday card thanking lifetime members for their continued support is in the process of being mailed out.

Communication Survey: The survey was sent to members via email on October 17th and was available on the website. The survey ended on October 31. I am in the process of reviewing and reporting on the results.

There was a question from the Benefits Committee about sending a copy of the survey to members who do not have email addresses. According to the report that we received from the Alumni Association, there are about 700 people who do not receive emails from OSURA. There are a few reasons why people don't receive emails from OSURA: they don't have an email address on file; they have a No Contact code on their file; they don't have an email address. The committee felt that the return on the survey would not be worth the invested time and money to mail out additional surveys to everyone who does not receive email from OSURA to reach the few that do not use technology at all.

Cooking Demos/Classes: Our first cooking class will be Healthy Eating for Healthy Aging and will be the topic of the January Lunch Bunch on January 19. We have scheduled cooking demonstrations at the demonstration kitchen at waterman farms for March 30, May 23, and July 19, 2023, at 1pm. We will see what attendance is like and then decide if it is something we want to continue.

Submitted by:
Sandy Bell
Membership Committee Chair