

## Membership Committee Report for March 14, 2023, Board Meeting

Membership Numbers: As of the end of January, we have 2,303 members. This is up 32 members from the beginning of January.

Membership Outreach: There was a question as to how we welcome new members to OSURA. Currently new members receive a welcome letter inviting them to upcoming events, a current newsletter, a copy of the last printed directory, and instructions on how to use the online directory.

We had 9 new members in January and 15 new retirees.

We will be providing 150 brochures to be sent to retirees along with their gifts from HR.

We had a short brainstorming session with Michele Bondurant with a couple of suggestions coming out of that:

- Years of Service Lunch – Need to find a way to get names and contact information. Possibly a drawing for a gift card.
- Michele will ask about upcoming events.
- New Members – Can we offer a reward to current members who invite retirees to join?

Quarterly Coffee Hour for New Retirees: We have 6 people signed up to attend the April coffee hour.

Spotlights: We have 6 spotlights turned in awaiting publication. Rai suggested we use information provided by the spotlights as reasons to join OSURA as part of our membership pages on the website.

Online Directory Workshop: We will be holding a workshop to assist anyone wanting help getting into and using the online directory on Friday, April 14 at 1pm at the Whetstone Library.

AMBA: Jerry & I met with Jim Cain of AMBA. After looking at the partnership with them, the committee has decided that this is something we don't want to do.

We are looking at our website to see if there are updates we need to make to the membership pages as recommended by Craig Little at the board meeting.

A suggestion was made to have a box in the newsletter each month with a question for members asking them to send their responses to [osura.membership@gmail.com](mailto:osura.membership@gmail.com). Michele Bondurant also said that she has a license for Qualtrics, and she would be happy to do short surveys for us in the future.

Submitted by:  
Sandy Bell  
Membership Committee Chair