2012-2013

Committee Descriptions, Initiatives and Rosters

Membership Committee *(Standing Committee)*
Description: This committee is responsible for determining the eligibility of applicants for membership in the Society and recommending those qualified for membership.

Responsibilities

- Create programs and "drives" to actively recruit and attract new members to the ASC, including an annual regional membership drive at the location of the Annual Scientific Meeting.
- Review membership applications and approve for ASC membership on an as needed basis
- Increase net membership numbers by 5 percent each year
- Continue to assess and optimize the value of ASC membership
- Monitor growth and attrition rates by membership categories and suggest programs or strategies for recruitment and retention.
- Co-host with the Executive Board the first time gathering at the ASC Annual Scientific Meeting
- Nominate colleagues for ASC Achievement Awards
- Schedule face to face meeting at ASC annual meeting and conference calls as warranted
- Chair to provide EB with evaluation update of committee initiatives/achievements and committee member participation per schedule from ASC staff.

2012-2013 Initiatives

- **Committee to review 2012 ASC strategic plan and responsibilities and align/prioritize specific initiatives for 2012-2013**
- Increase ASC Membership by 10% over the next three years.
- Examine membership categories and determine target percentages for each category based on our financial goal for membership dues.
- Explore joint membership tactics with the American Society for Clinical Pathology and possibility the American Society for Cytotechnology (i.e. joint committees, membership benefits, etc.).
- Conduct market research with potential members to identify activities that will broaden our share of the membership market.
- Use Social Media to reach out to current and potential members
- Create an annual membership marketing plan based on quantified strategic goal.
- Retain current members by reviewing and evaluating current membership benefits identified in the recent (2011) membership survey
- Reach out to previous Society members and develop strategies to address the most

prominent reasons for dropped membership.

- Continue to reach out to new Residents and Fellows through Program Directors

Membership Committee
Guliz Barkan MD, *Chair, 2013*
Tracie Drew BS SCT(ASCP), *2013*
Po Chu Fung MBA SCT(ASCP), *2013*
Andrew Schreiner MD, *2013*
Kathy Grant PhD CT(ASCP), *2014*
Ly Ma MD, *2014*
Angelique Levi MD, *2014*
Li Yan Khor MB BCh, *2013, Junior Ad Hoc Member*
Daniel Kurtycz MD, *EB Advisor*
JoAnn Jenkins, MD, *ASC Staff Liaison*