2014 Membership Committee Report

The Membership Committee, in collaboration with the Career Opportunities in Physiology Committee, has leveraged a number of the key priorities that emerged from the Society Strategic Plan to propose development of a Society-wide Fellows Program. Not only will this Program recognize the valued contributions and accomplishments of more established members, but it will also play a role in actively engaging these members within the leadership of the Society. With this, we also ask the Council to consider establishing a Fellow Selection Committee to evaluate candidates, or in the least, to continue re-purposing the Membership Committee for this role.

There is an apparent drop in retention when Student Members transition to Regular Member status. It is believed that this is due, in part, to a poorly communicated member benefit already in place; wherein the first year of Regular membership is free for Students transitioning to Regular status and subsequently becomes a 50% discount for those who obtained their PhD within 5 years. The Committee believes that an aggressive advertising campaign to better communicate this benefit will be a positive step toward more effectively retaining this target membership sub-group; examples including narratives in Section Newsletters and *The Physiologist*, individual letters, etc.

Membership Statistics:
The Chair reviewed the spring membership status report. The total number of members is 11,312*. There was a net gain of 433 Regular, 240 Graduate Student and 52 Undergraduate Student members since the fall status report.

*Note: 1,303 (809 Regular) members were dropped on 4/1/14 as a result of unpaid dues.