AAVLD Committee Report

(Note: Please attach any additional pages necessary for the following subtopics and your minutes / narrative)

Membership_____
Committee

October 23, 015_____
Date

Amy Swinford _____
Committee Chair

Pat Halbur_____
Co-chair if applicable

Catherine Barr_____
Nominees for upcoming chair / co-chair

Steve Hooser_____
Nominees for upcoming chair / co-chair

Committee Statement of Purpose:

See attached minutes

Strategy(ies) for Committee Activity Supporting AAVLD Strategic Plan (Please List):

See attached minutes

Items for Review by the Executive Board (Please List):

Approval of Catherine Barr as Co-Chair to replace Amy Swinford

Action Items for the Committee (Please List):

See attached minutes

AAVLD Membership Committee Meeting Minutes
October 23, 2015, 4:30-5:15 pm
Meeting Room BR-E

Members present: Amy Swinford (Co-Chair), Cat Barr, Jim Kistler, Pat Halbur(Co-Chair), Deep Tewari, Maria Spinato, Deb Royal.
Members absent: Jim Everman, Don Kitchen

- Review of minutes and action items from June 2015 conference call. – *Minutes were approved with no edits.*

- Current status of AAVLD Membership – *Jim Kistler reported that as of October 23, there were 906 AAVLD members.*

- Discussion of Membership Committee mission and vision statements in alignment with AAVLD strategic plan. – *The committee discussed and agreed that the Membership Committee's goals and actions are aligned with those of AAVLD.*

  - The AAVLD Executive Board has tasked each committee with the following:
    - demonstrate its alignment with the AAVLD mission, vision and goals by generating/submitting some basic strategies and actions for the committee itself, and
    - submit a committee report to the Executive Board, including notation of who will be the next year's committee leadership, so that we can facilitate communication and foster committee activities throughout the year to support the committees' strategies and actions.
  - The AAVLD Membership Committee statements are provided below:

  - Mission Statement: *The AAVLD Membership Committee serves to ensure the continuing viability of the organization by promoting the benefits of AAVLD membership, actively recruiting and engaging new members, identifying strategies for member retention, and seeking ways to improve the membership experience for all AAVLD members.*

  - Vision Statement: *The AAVLD Membership Committee strives to make belonging to AAVLD an imperative for diagnosticians seeking a national and global network of support in veterinary diagnostic laboratory excellence.*

- Update on motion before the AAVLD House of Delegates to amend the bylaws to create two new membership classes – *Pat Halbur reported that the HOD would vote on this motion on October 24 and encouraged the Membership Committee to attend.*

- Update on plan to provide new members with contacts/mentors – *Amy Swinford reported that the plan to provide regional representatives of the Membership Committee with contact information of new members in their respective region has not yet been implemented. There is currently no way to differentiate between new members and members whose memberships have lapsed and been reactivated, and accordingly there were 228 names on the list of "new" members. This action item will require a system of identifying truly new AAVLD members before the Membership Committee can address ways to reach out to new members and encourage their involvement with the organization.*

- Action items:

  1. Membership Committee will continue to work to find ways of engaging new members and improving member retention.
  2. Cat Barr is proposed to replace Amy Swinford as Co-Chair of the Membership Committee.
  3. The next conference call of the Membership Committee will be scheduled to occur prior to the next Executive Board meeting, scheduled for the first week of February 2016.