

## Annual Report: Membership Connections Committee

March 24, 2021 Board Meeting

This year the Membership Connections Committee was tasked with freshening up the website. We provided feedback on the new NeASFAA logo and worked with the website host (SOCS) to update the masthead. Many website updates were made including updating the Board of Directors page with the 2020-2021 Board, updated the Committee information pages, added the Awards granted at the Spring conference, updated the NeASFAA Forms, added the updated NeASFAA Policies and Procedures manual and Board and Committee Timeline, and added the approved Board Minutes from previous meetings. Membership directory updates were also completed when received.

Conference dates for 2021 and 2022 and information on the Fall Discussion Series were added to the website. We reached out to SOCS for list of who is on listserv. The committee brainstormed on what to do when members don't renew; how to keep membership, voting contacts, and billing contacts up to date; and how to make it easier for new members to have staff added to listserv. We assisted the Registration sub-committee of PDRC by working with SOCs to get the Spring Conference registration form built. The press release that NeASFAA sent out regarding expanded SNAP eligibility and the Emergency Broadband Benefit Program was posted on the website.

The President asked us to look into creating email addresses for the President and Treasurer to use for correspondence with outside entities and for historical knowledge transfer. We reached out to RMAFSA webmaster and other state organizations for ideas. The Historian and Secretary were also investigating new storage solutions to replace Dropbox. To meet both needs, Office 365 was implemented. The Chair participated in Office 365/Teams training and started using the [Membership@NeASFAA.org](mailto:Membership@NeASFAA.org) email, worked with SOCs to have all the @NeASFAA.org email addresses added to listserv, added a notice on the Membership Directory page to direct members to contact Membership@NeASFAA.org for directory updates, and worked with the Historian and Secretary on setting up OneDrive to start the transition away from Dropbox.

Membership renewal emails were sent out in June. Reminders were sent out in late July and December for those that had not renewed. We worked with the Treasurer to update primary contacts, track renewals received, and troubleshoot incorrect payment amounts. At the request of the President, we compiled a list of institutions in the state that were not NeASFAA members. We then worked with the President to send out membership invitations to nine schools. Later, due to a change in personnel, the President asked that we reach out to UNMC to rejoin NeASFAA. We also followed up with members who hadn't renewed. For 20-21 NeASFAA had 19 Institutional members and 14 Associate members.

We identified that Membership Connections Committee has been working out of two Dropbox folders: Communications Committee and Membership Communications Committee. The Communications Committee folder was more up to date, so the information in the Membership Communications Committee folder was moved over to the Communications Committee folder to consolidate and avoid confusion going forward. The Vice-chair and Chair spent time training on website changes.

This year the Membership Connections committee assisted with many information requests. We ensured the Membership directory was up to date so that sector reps could reach out to set up COVID

related sector meetings. We provided a list of members to the Training Task Force Chair for their training needs survey. To help with ballot tabulation, we provided a list of primary contacts and email addresses to the President-elect to follow up on ballots not received. We also provided a list of paid members for 20-21 to the President to forecast membership for 21-22.

As incoming Secretary, I was able to participate in the NASFAA Leadership and Legislative conference – Association Leadership track. Thank you to the Board for the great learning and networking opportunity. In early March, the Chair and Vice-Chair met on transition and to discuss the budget for the Membership Committee for next year.

Respectfully submitted by Erinn M. Brown, Membership Connections Chair