

AMERICAN SOCIETY FOR CLINICAL LABORATORY SCIENCE



TO: ASCLS Board of Directors

FROM: Lynn Ingram, Chair

DATE: June 1, 2007

RE: Member Recruitment Committee

The Member Recruitment Committee and BOD liaison designed an electronic survey to send to nonmembers to gather information about why professionals do not choose to become members of a professional organization, especially ASCLS. In January, 2007 the survey was sent to 303 persons who attended state or regional meetings in the past year but who are not ASCLS members. 75 persons responded to the survey. A drawing for a free one-year membership was offered as an enticement to respond. Katherine Smith from Alaska received the free membership. A follow-up message was sent to everyone who responded to the non-member survey thanking them for their opinions and inviting them to join ASCLS. An ASCLS membership application was attached.

4 main conclusions from the responses collected from this non-member survey:

- 1- Clinical laboratory professionals aren't joining ANY professional organization in large numbers.
- 2- Main reasons for not joining a professional organization:
 - No time to participate
 - Cost of dues
 - Not aware of the opportunities and benefits of membership
- 3- What would entice them to become ASCLS members- overwhelmingly they responded that they needed to know the benefits and opportunities that they would get.
- 4- Items we should be focusing on (agreement by over 90% respondents)
 - Providing quality CE
 - Supporting advanced practice opportunities
 - Source of information on issues that impact our profession
 - Addressing the shortage of laboratory personnel

It was not a big surprise that the non-member survey indicated that laboratory professionals did not join ASCLS because they didn't know much, if anything, about us. In response to this, the MRC developed a series of statements of 'who/what is ASCLS/benefits of membership' to be used by moderators at state/regional meetings at the beginning of each educational session. Catherine Shaffner designed a powerpoint slide show of these statements that can be put on computers/projectors in each room and

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be shown as attendees are being seated as a 'promotional message' before the sessions begin. Sherry Miner included the statements with instructions in PACE materials sent to all spring meetings. Ohio and Tennessee implemented this project at their spring meetings and reported 6 and 7 new members, respectively. Ohio reported that this was 'a first for us' and the 7 new members in Tennessee represented 24% of the non-members who attended the meeting. Both said the statements generated valuable discussion of membership at the meetings.

Sheila Lloyd expressed interest in developing a video or slide show to submit to talk shows (Ellen DeGeneris, Rachel Ray) as a way to increase awareness of our profession and ASCLS. She has agreed to contact the Student Forum leadership and the Young Professional Committee to see if they are interested in such a project. Perhaps this could be a student/FYP (or open to any member) contest for NMLW video, or PP presentation about the profession that would be used on the ASCLS website as well.

ASCLS-Idaho developed a recruitment brochure that is available on the ASCLS website to customize and use in each state/region.

NEW MEMBER UPDATE: An approximate count of new members since July, 2006:

PF1/PF2:	406
COL:	81
FYP:	24
<u>STU:</u>	<u>1590</u>
TOTAL:	2101

CONCERNS: None

REQUESTS FOR ACTION: None