

AMERICAN SOCIETY FOR CLINICAL LABORATORY SCIENCE



TO: ASCLS Board of Directors
FROM: Diane Petersen, Chair
DATE: June 2, 2007
RE: Member Services Committee

The Member Services Committee and BOD liaison designed an electronic survey to send to members to gather information about what ASCLS is doing right as well to explore how we might do better to service and retain existing members. In January 6, 2007 to April 7, 2007 the survey was sent to all ASCLS members with viable email addresses. 1035 persons responded to the survey. I would personally like to thank Lynn Ingram for setting up both the MSC and MRC surveys in Websurveyor.

To better understand the feelings of the ASCLS younger members a filter was applied to the survey results to isolate the responses of those who have been in the profession less than 5 years.

The main conclusions from the responses collected from this member survey:

What we do well: 86% responded they are satisfied with ASCLS

- Education by far is the number one reason for membership.
- Voice of the profession on state and national levels
- Excellent meetings
- Newsletters both educational and informational
- Professional growth and leadership development
- Networking opportunities

Where we need to improve:

- Evaluate our educational delivery to accommodate those who can not attend evening events by:
 - Adding more educational articles to state publications which qualify for CE
 - Offer educational programs during the day and weekends when newest members are available. New grads usually work evenings/nights.
 - Offer more educational programs designed for CLTs and others in the non-CLS categories. There has been a shift away from primarily CLS to now where CLTs are one fourth of <5-year members while one sixth of the over all membership.
 - Utilize the web more effectively such as web-based education or e-newsletters with hot topics such as safety, infection control, regulatory etc
- Look for ways to keep the soon to be retiring members involved. 48% of membership is over 50 years of age. Of those 49% may not continue as members.
- Market more to raise awareness of the organization and profession in healthcare.
- Work on the barriers to becoming more involved by:
 - Engage members: More than 42% of members (54% of <5yr) stated “no one asked them to become involved” Ask members to assist with projects or meetings. Start with small items and try to keep the time commitment reasonable

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- Presenting opportunities for involvement, a suggestion is a “jobs board” in state newsletters
- The time commitment does not need to be overtaxing, suggestion: break up duties into smaller tasks or assign people to committees to share responsibility.

Summary:

In general 86% of current members are satisfied with membership. Upon reading the open comments it is very apparent that the local influence and commitment is vital to how ASCLS is perceived. Some comments from states with strong leadership were extremely positive while others from states without a very active organization are somewhat discouraging. It is obvious to me that it is the local leaders who make the difference and by and large ASCLS is viewed as the premium laboratory professional organization.

Filtering by < 5 year members shows a vital, enthusiastic group of young professionals. They want to become future leaders and are looking for opportunities to grow. We need to be aware of their concerns as we plan meetings events and educational opportunities. They are computer focused, are building families and careers, are often working nights, have yet to be greatly involved in decision making in the workplace and therefore do not see benefit in meeting with vendors, and can not afford to attend far away meetings and events. Many comments were made about the respect our profession has in the health care environment especially as it relates to the perception of nursing. Licensure efforts must be supported to change that perception.

The face of our profession is changing with a greater percentage being in the non-CLS categories. This group of laboratorians has different needs and wants from ASCLS. The retiring baby boomer generation will impact the organization by the exodus of current ASCLS members, and the profession by the impending personnel shortages therefore both concerns need to continue to be a major focus in planning for the future.

CONCERNS:

Graduation Card Mailing

Due to lack of time because of a family obligation, the graduation cards were not printed and mailed as planned. My original plan was to utilize MSC committee as a conduit to get them out to students just prior to graduation in the respective regions and states and asked for quantity lists in early October 2006. Only Washington responded to this request.

It was then suggested by national in early 2007 that I communicate with the educators and seek their assistance in this effort because they had been helpful in mailings in the past. The list of educators was given to me in late February 2007. I was unable to turn this job around in a timely manner. Therefore I suggest it become a focus for the next MSC year. I will work with the incoming chair to turn over files.

Another Suggestion for future consideration

David Thrash from Mississippi suggested we email a reminder to existing members to renew membership with a link to the page on the national website. This could be used as a tool in member retention reminders as we move into early fall 2007.

David writes:

I received a renewal notice from ASCP via e-mail telling me when my membership would be expiring. It provided me with a link to renew and to update my personal information. Could ASCLS do the same?? It's quick and easy, and may save the organization money from having to mail out paper renewal forms. I would anticipate that some of the e-mails provided may bounce back (since some folks are constantly changing addresses) and for those individuals a paper renewal form could be mailed. Anyway – I just thought it may be a good idea (since we are looking for ways to retain and increase membership) and you

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may want to pass along to Elissa and the Board to look into this for July 2007 (if it doesn't cost a lot of money for set-up).

REQUESTS FOR ACTION: Money allocated to the MSC graduation card project to be moved to the 2007-2008 year budget.

MEMBERSHIP AS OF 6-2-2007:

PF1	3917
PF2:	2881
COL:	392
FYP:	362
STU:	2799
EMR1	228
<u>EMR2</u>	<u>143</u>
TOTAL:	10748