



Membership

MEMBERSHIP COMMITTEE

This year's Membership Committee is comprised of individuals from a diverse cross section of CPA membership. Some members were new to the committee and others had been serving for a couple of years. As of January 2011, the committee welcomed the participation of Tyler Stacey-Holmes, Manager, Association Development, Membership and Public Relations for CPA.

Co-Chairs: Sylvie Bourgeois and Dawn Hanson

Members:

Peter Bieling
Jessica Cameron
Meghan McMurtry
Martin Provencher
Kelly Smith
Brenden Sommerhalder (Student representative)
Tyler Stacey-Holmes, CPA representative

The Membership Committee met in person at the 2010 Annual Convention, held four teleconferences, and exchanged several emails in order to establish priorities and develop/implement key activities.

Specifically, the Membership Committee had discussions around the alignment of current recruitment and retention strategies with the overall CPA Goals for Membership. The Committee identified the current need to gather objective information through rigorous means in order to better understand factors influencing membership retention and factors that promote /hinder CPA membership adhesion. Such information would then assist CPA in developing and implementing targeted recruiting and retention strategies.

With the support from the CPA Board of Directors, the Membership Committee explored various methodologies to arrive at such a goal. Ultimately, it was determined that the first step was the development of a well-structured survey aimed at CPA members and current non-members from the psychology community.

The content and structure of the membership survey has been developed in both official languages and is currently under revision by the Committee members.

The next steps are to obtain CPA Board approval of the content of the survey and to determine the optimal strategy for dissemination of the survey in the next few months. The desired response rate is 15% to 20%.

Sylvie Bourgeois and Dawn Hanson, Co-Chairs