



Membership

MEMBERSHIP COMMITTEE

The Membership Committee comprises: Sylvie Bourgeois (co-chair), Marie- H  l  ne Pelletier (co-chair), Justin Feeney, Meghan McMurty, Dawn Hanson and Tyler Stacey-Holmes.

The Membership Committee has the following goals: Ensure that CPA provides high-quality services to its members; Align new membership recruitment strategies with the overall goals of CPA; Increase membership retention and membership recruitment; Evaluate the effectiveness of recruitment and retention activities; Increase the effectiveness of the membership data base to render more comprehensive data to better inform retention and recruitment strategies.

The table below shows the membership numbers for December 31 2012 (the 2011 numbers are presented for comparison purposes):

	December 2012 Closing Statistics	December 2011 Closing Statistics
TOTAL MEMBERSHIP	6,841	6,873
CPA Member	4,288 (27 CPA/APA Members Inc)	4,244 (30 CPA/APA Members Inc)
CPA Fellow	181 (4 CPA/APA Fellows Inc)	187 (4 CPA/APA Fellows Inc)
Honourary Life Member/Fellow	218	216
Student	1,962	2,035
International Affiliate	34	32
International Student Affiliate	8	8
Retired Fellow	16	16
Retired Member	41	40
Special Affiliate	93	95
Demographic Information*		
Male	2,205	2,259
Female	4,625	4,614
Unspecified	11	
Primary Language English	6,370	6,373
Primary Language French	471	500
Journal/Newspaper Distribution		
CP	2,295	3,391
CJBS	2,198	2,498
CJEP	337	409
Psynopsis	3,732	4,440



Over the past year, activities related to these goals have included:

Membership Survey data analyses, plan, and actions - Analyses were completed by Lisa Votta-Bleeker during the fall. Recommendations were reviewed by the committee for prioritizing of actions to be implemented by Tyler Stacey-Holmes. Tyler has been very active in implementing recommendations and other activities aiming at gaining even better understanding of the situation. Examples of actions taken include: meeting with the students representatives, reminding membership about need to renew at deadline, and gathering data specific to certain membership groups;

Alignment with CPA Strategic plan - item-Recommendations for actions from the survey are aligned with membership-related items in the strategy;

Membership committee members - The committee has decided to stay smaller this year and bring a larger, more diversified group together in the next year. This was due to the need to focus actions related to the survey;

Quebec membership - Based on conversations with Karen Cohen and initiatives already in place, in addition to the fact that Quebec psychologists already have resources available to them, it was decided that collaboration opportunities between CPA and OPQ (Karen Cohen and Rose-Marie Charest) would at this point be the best place to start.

Review of retired members' status and fees - This has been initiated. Data on various aspects are being pulled together for conversation and recommendations. In-progress.

Responding to inquiry by one CPA member about asking membership for donations specific to their associated section. In-progress.

Sylvie Bourgeois and Marie-Hélène Pelletier, Co-chairs