



MEMBERSHIP

MEMBERSHIP COMMITTEE

Members: Justin Feeney, Dawn Hanson, Meghan McMurtry, Marie-Helene Pelletier (Chair), Tyler Stacey-Holmes

The Membership Committee has the following goals:

1. Ensure that CPA provides high-quality services to its members.
2. Align new membership recruitment strategies with the overall goals of CPA.
3. Increase membership retention and membership recruitment.
4. Evaluate the effectiveness of recruitment and retention activities.
5. Increase the effectiveness of the membership database to render more comprehensive data to better inform retention and recruitment strategies.

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

1. Membership numbers: Based in part on the survey data obtained in 2012-2013, a number of updates to our processes and new outreach methods were implemented this year by CPA staff under the leadership of Tyler Stacey-Holmes. Numbers for year-end for 2012 and 2013 are respectively 6841 and 6973. CPA Membership is currently the highest it has ever been for CPA, thanks in large part to Tyler Stacey-Holmes work with his team. Congratulations to everyone for their contributions!

2. Student Representatives: Number of representatives is stable; work being done to optimize even further the collaborative work done between CPA and the student representatives.

3. Faculty Representatives: Number of representatives is stable; work is being done to review and update the role and documents associated with it.

4. Science: Membership committee is working with Scientific Affairs and sections to serve even better our members in that category.

5. Innovating: The Membership committee is exploring other ways to serve membership better including but not limited to membership formats for students and retired or late-career members.

Marie-Hélène Pelletier, Chair



Membership Type	2013 Membership Count at Year-End	2012 Membership Count at Year-End
CPA Member	4344	4380
CPA Fellow	182	174
CPA Retired Member	45	42
CPA Retired Fellow	11	16
CPA Honorary Life Member	142	147
CPA Honorary Life Fellow	77	80
CPA / APA Joint Member	25	27
CPA / APA Joint Fellow	3	4
CPA Student Affiliate	2030	1832
CPA International Student Affiliate	7	8
CPA Special Affiliate	79	97
CPA International Affiliate	28	34
TOTAL	6973	6841