

CANADIAN  
PSYCHOLOGICAL  
ASSOCIATION



SOCIÉTÉ  
CANADIENNE  
DE PSYCHOLOGIE

## **Membership Committee**

**February 2009**

The Membership Committee held a teleconference on December 12, 2008. During this teleconference, we discussed a number of initiatives which we are currently following up on.

### *Campus Representatives and Friends of CPA*

Students are enthusiastic to serve as campus representatives for CPA. At present, there are approximately fifty universities with campus student representatives. We are working to increase the number of faculty representatives (there are currently about 20). This may be facilitated with a name change (from Friends of CPA to something that sounds more oriented to a scientific organization) and a clearer 'job description'.

### *Testimonials*

There was some discussion about the possibility of profiling student members in a "why you are a student affiliate" competition. If we were to proceed with this, we would have student affiliates of CPA describe (in 200 words) or less what it means to them to be part of CPA. There would be a draw for a prize. We also discussed having full members contribute to this.

### *Francophone Members*

We discussed the possibility of having a francophone serve on this committee and some names were suggested. We also discussed the importance of having testimonials from francophone psychologists or student affiliates.

### *Communication to the Membership*

We will be working on how communication to the membership (e.g., membership dues reminders) could be more engaging and enticing.

### *Website*

A member of the committee will be looking at the CPA website to identify gaps and make recommendations for improvements.

### *Member Benefits*

There was some discussion about what membership benefits might be available to the general public, consistent with our mandate of *advancing psychology for all*, and what benefits should be restricted to members. The committee decided to investigate what other organizations are doing (e.g., APA). Some CPA publications (e.g., the graduate guide, working with the media) might, for example, be placed behind a firewall. Another option is to express to non-members what CPA is doing and encourage them to get on board with the initiatives of the organization. There was also some discussion regarding who monitors the CPA website for "hits", what groups access the CPA web site and how the website affects the end user.

David J. A. Dozois

Chair