

CANADIAN
PSYCHOLOGICAL
ASSOCIATION



SOCIÉTÉ
CANADIENNE
DE PSYCHOLOGIE

Membership Committee

November 2008

The Membership Committee will be focusing on a number of initiatives throughout the year:

- 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 need to work 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'.
- In order to increase student membership, Catherine Lee thought 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 then to be part of CPA. The winning description would be posted on the website, and the winner would receive a prize (e.g., a year's free membership).
- Despite the increase in membership, francophone psychologists continue to be under-represented in CPA. Given that the 2009 Convention will take place in Montreal, we will attempt to capitalize on this window of opportunity for recruitment.
- We will be working on how communication to the membership (e.g., membership dues reminders) could be more engaging and enticing.
- The Committee will continue to look at member benefits. In addition, we will work on strategies for matching initiatives to CPA data on why members join (networking with other professionals and students; conference; support and advance the profession; insurance) and renew their membership (support and advance the profession; insurance; networking).

David J. A. Dozois

Chair