

## Membership Committee

**Members Present:** Lawrence Goodridge (Chair), Anna Colavecchio, and William Huntley.

**Board/Staff Present:** Mickey Parish and Lisa Hovey.

**Number of Attendees:** 5.

**Meeting Called to Order:** 3:02 p.m., Saturday, July 8, 2017.

The IAFP Executive Board update was provided by Mickey Parish, with additional comments from Lisa Hovey.

The Executive Board met on July 7. Highlights from the Executive Board Report include the fact that the number of vendors exhibiting at the annual meeting continues to increase, and this year there is a record number of exhibitors. Membership also continues to grow, with approximately 4400 current members throughout the year. Each year approximately 800 members are lost, but new members join IAFP to replace the lost numbers. Reasons for leaving IAFP include the fact that some members only register to attend the annual meeting, and if these members do not attend the annual meeting in a given year, they let their membership lapse. Also, some members do not renew their membership by the yearly deadline (though they do renew their membership at a later date). This year 411 students registered for the annual meeting, and significant discussion centered around the idea that students represent the future of IAFP and the Association needs to explore and find ways to actively engage the student membership.

### Old Business:

The Membership Committee discussed the Executive Board's responses to two of the 2016 Membership Committee Recommendations, and developed additional plans based on those responses as follows:

1. The IAFP should get a YouTube channel to add content and help advertise.

**Executive Board Response:** Agree. The Board is willing to review a proposal showing benefits to IAFP.

The Membership Committee discussed the fact that a YouTube channel would potentially add value to IAFP. Discussions centered on how to populate the channel, how to develop guidelines for content, and the fact that all submissions would need to be vetted to ensure that they were appropriate (from legal, cultural, social, and topical standpoints) for posting to the channel. This would likely require the formation of a committee with legal representation, who would review all submissions and make decisions regarding acceptance of the videos. The Membership Committee realized that there are a number of questions that need to be answered before a proposal can be developed for the Executive Board. IFT has posted a number of YouTube videos on the internet, although they do not have a dedicated YouTube channel. Lawrence Goodridge agreed to talk with people at IFT and see how they vet the videos for their YouTube channel and then report back to the Committee. Potential content for a YouTube channel could include, but is not limited to: invited posts, new technologies, new food processing methods, educational topics, and food safety history. There was a film crew at the Annual Meeting this year, and the final video that is made of this year's meeting could also be posted. In addition, IAFP already has content on YouTube that could be reposted to a specific channel.

1. A survey should be developed to capture metrics on why members are staying with IAFP and why past members have left.

**Executive Board Response:** Staff will contract with a third-party vendor to conduct a membership survey. The Membership Committee can provide suggested questions to be included.

The Membership Committee discussed the length and format of a survey. It was agreed that it should be short (not longer than 5 minutes) in order to ensure maximum participation from the membership, and this led to questions regarding whether a short survey could adequately answer all the questions needed to gain a proper understanding of IAFP membership. A suggestion was made that once questions for the survey are developed, the survey could be broken down in several parts and sent to the membership at several times during the year.

It was also discussed that there is a science to developing survey questions and such expertise does not exist on the Membership Committee. It was agreed that the Committee would come up with some questions that could then be transferred to the Executive Board, who could contract with a third party to properly develop the questions. The final survey could be done using an online system such as Survey Monkey.

Generally, questions would center on the benefits of membership, how membership could be improved, and how value could be added to membership. This last statement is in response to the potential perception by several members of the Committee that some people join IAFP only to attend the Annual Meeting. If that is the case, there is substantial opportunity to add additional value to their membership during the rest of the year. The Membership Committee will have conference calls in the coming year to develop questions for the survey.

Finally, the Membership Committee discussed how additional members could be added to the Committee, to ensure a diversity of opinions regarding IAFP membership. By the conclusion of the 2017 Annual Meeting, four new members had already been added. It was agreed that current members on the Committee who have not attended the Membership Committee meeting for some time should be contacted to confirm their ongoing interest in contributing to the Committee.

It was also discussed that while membership is growing, there needs to be more effort at understanding why the growth is happening, including, from which countries and regions, and which disciplines and sub disciplines within food safety. To this end, the Membership Committee discussed a number of questions related to IAFP Membership growth including:

1. Why is IAFP continuing to grow?
2. What can IAFP do to continue to generate increased membership?
3. How do we recognize student achievements?
4. Can we increase IAFP awards or recognition for young IAFP members?
5. Since the Annual Meeting is the meeting that most North American members attend, can future IAFP annual meetings be held in other North American countries (i.e., Canada and Mexico)?

Based on these questions, the Membership Committee generated several recommendations for the Executive Board to consider.

**Recommendations to the Executive Board:**

1. There should be increased recognition of student achievement. This may be facilitated through PDGs, who would give awards to students who present