

## Membership Committee

**Minutes Recording Secretary:** Leon Gorris.

**Old Business:** The minutes of the last MC meeting (July 13, 2024; virtual meeting) were adopted as written. The meeting had suggested to the Executive Board to more visibly recognize long-term Membership and consider multi-year Membership options as well as offering sustainable Membership categories to non-industries. Member recognition is available on the IAFP website. The Board will consider multi-year Membership options in the future and requests the Membership Committee to suggest the terms of investment and benefit options for expanded sustainable Membership. This will be a topic for virtual Membership Committee meetings ahead of IAFP 2026.

**New Business:** Board and staff representatives shared with the Committee Members that Membership has slightly dropped since last year. This possibly is related to economic circumstances and the somewhat reduced government and international attendance to the annual meeting, as Membership renewal rather often is associated to meeting attendance and reduced fees. Membership trend data were not yet available. The committee discussed the importance of marketing IAFP Membership through “word of mouth” of existing Members (Members in government, industry and academia encouraging their colleagues, reports, students to become a Member) and advertising better the value of Membership, related to reduced (for early subscription) and tiered meeting fees, access to the webinar archive, as well as attendance and professional networking in local/regional/global IAFP (co-)hosted meetings. Mentoring and buddying initiatives and pre-meeting engagement of (first time) attendees piloted at the annual meeting could be introduced in local/regional meetings for additional value to attendees and potential new Members. Better marketing could be done through the IAFP website (e.g., with more

testimonies of meeting attendees/users of IAFP resources such as webinars/networking outcomes). The meeting discussed the possibility to convert webinars into YouTube clips, which would be easier to search for by those interested in topics, which would help raise IAFP brand awareness. The YouTube platform might be suitable to use in a “pay as you watch” mode, possibly bringing in some revenue. It was also suggested to bring together webinars and other resources of IAFP in a Digital Hub repository.

**Recommendations to the Executive Board:** None.

**Next Meeting Date:** Sunday, 26 July 2025, New Orleans, LA.

**Meeting Adjourned:** 3:05 P.M.

**Chairperson:** Leon Gorris.