



ARO Membership Committee Meeting Minutes

Date: Wednesday, August 14, 2024

Time: 10:00-11:00 AM ET

Attendees: Maria Chait (co-chair), Douglas Oliver (co-chair), Samson Jamesdaniel, Rose Rizzi, Marisa Zalocchi, Jennifer Krizman, Artur Indzhykulian, Udbhav Singhal, Jason Brant, Kristin Johnson, Rhiannon McNeely

Minutes:

The committee convened to review the new membership portal, analyze recent survey results, and outline future initiatives. The meeting began with a presentation from the ARO Executive Office on the newly developed membership portal. This portal, accessible exclusively to ARO committee members, includes vital resources such as committee information, bylaws, policy manuals, strategic plans, membership data, registration reports, and meeting minutes. The Executive Office is committed to ongoing enhancements of the portal.

The committee then reviewed feedback from the 2024 MidWinter meeting evaluation. The survey highlighted three primary areas of focus: enhancing the Membership Directory to feature members' research interests, improving communication on the website regarding local meetings, and exploring the possibility of offering free first-year memberships to students.

The discussion also covered the revamping of the ARO Member Spotlight initiative, which was previously managed by the now-dissolved External Relations Committee. It was proposed to develop new criteria, application questions, and a selection process to better highlight and celebrate the diverse achievements and research interests of ARO members.

Ideas for boosting member engagement were shared, including improving features in the Membership Directory and implementing a keyword search function. The committee also considered how to balance privacy concerns with the need for up-to-date member information.

The possibility of offering incentives, such as free memberships, was briefly explored to encourage greater member participation. While the idea was well-received, it was noted that any financial incentives would require approval from the ARO Council.

The committee agreed to focus on five key areas moving forward: enhancing the ARO Membership Directory, creating a proposal for the ARO Council to offer free first-year student memberships, revamping the Member Spotlight initiative, provide small local, regional, or Mini-ARO meetings on ARO website and developing content for the Member Benefits page as part of the website redesign. The Executive Office will create a Google Sheet for members to sign up for task groups related to these initiatives, with specific tasks assigned to these groups before the next meeting.

The meeting was adjourned with the understanding that these action items will be further discussed and updated in the next session.