

## **Membership Committee**

**Members Present:** Crispin Philpott, Zeb Blanton, John Bruhn, Lawrence Goodridge, Gordon Heyburn, Susan Linn, Stephanie Masiello and Edward Wellmeyer.

**Board/Staff Members Present:** Lee-Ann Jaykus, Katherine Swanson and Lisa Hovey.

**Meeting Called to Order:** 3:00 p.m., Saturday, July 30, 2011.

**Recording Secretary of Minutes:** Crispin Philpott.

### **Old Business:**

Reviewed 2010 meeting minutes, recommendations & Board responses:

- Zeb Blanton approved by Board as Vice Chair; to become Chair on July 21, 2012.
- Recruit student & Affiliate participation in Committee work:
  - Stephanie Masiello/Cornell has joined the Committee to provide Student PDG input
  - John Bruhn made solicitation to the Affiliate Council
- Engage participation of international members:
  - Working with Dubai's Bobby Krishna to establish an IAFP affiliate in India.

### **New Business:**

- Much discussion ensued on the demographics of IAFP, Affiliate & Student membership, particularly regarding individual backgrounds, focus, objectives and diversity. Is IAFP a "good value" for its diverse constituents? How can we tailor and communicate value better?
- Action items/owners
  - Engage Affiliate Liaison Susan Smith for guidance on driving joint IAFP/Affiliate membership...how can we deliver greater value? (Z. Blanton).
  - Identify an expanded list of university disciplines (e.g., nutrition, public health, etc.) to enlist university professors to promote student membership growth (C. Philpott)
  - Explore other organizations' "best practices" to promote membership growth (e.g., IFT's College Bowl, etc.).
  - Gather and examine all existing member-ship demographic data. How complete a membership profile does the data provide? Can this be used to fine-tune the membership value proposition? What data are missing? (Committee)

### **Recommendations to the Executive Board:**

1. Provide Committee with all existing membership demographic data for review, analysis.
2. Provide a copy of the IAFP Strategic Plan for review and Committee implementation.

**Next Meeting Date:** July 30, 2012.

**Meeting Adjourned:** 4:45 p.m.

**Chairperson:** A. Crispin Philpott.