DEFINING THE WPWA MEMBERSHIP

Relevance: In order to more effectively and efficiently serve and expand the membership of WPWA, and for fund-raising, outreach, and other organizational purposes, there is the need to better understand the demographics and attributes of members and the membership-at-large, why they jointed, and what they want and expect of the association. From discussions at the March 2013 organizational planning workshop, it became evident that current understanding of the attributes, status, and patterns of the WPWA membership is lacking, and that available information may be insufficient to allow expansion of our understanding in a robust fashion.

Response: The WPWA Board of Trustees has appointed a **Task Force on Membership Attributes** to assess the current status of member/membership information, identify needs, and develop a plan to fill those needs.

> *Task Force Charge*: Deliver to the Board of Trustees for deliberation on or before their September 2013 meeting, a report that: 1) identifies the information needed to describe the demographics and attributes of the WPWA membership, 2) assesses the availability of such information in existing membership databases, and 3) defines a strategy to collect and hold such information for use in membership development activities.
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> *Task Force Deliverables*: A report to the Board of Trustees that:
> 1. Summarizes what we know about the WPWA membership based on existing data.
> 2. Describes the types of information needed to better describe the membership for the purposes of the organization (e.g., membership growth, fund-raising, etc.)
> 3. Specifies the availability of those data in existing WPWA membership databases.
> 4. Specifies what data are not available and need to be collected.
> 5. Assesses the ability of the existing membership database to store and manipulate data in robust ways.
> 6. Defines a strategy for addressing the needs identified and described above, including:
>   - Prioritization to identify that information most critically needed,
>   - Description of potential mechanisms for information collection from new and existing members, including projections of practicality and cost.
>   - A timeline for implementation of data collection mechanisms and processes.
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> *Task Force Membership*: Alisa Morrison (Chair), Tom Boving, Gerry Cunningham, Heather Hamilton (staff).

Results: TBD at Sept 2013 meeting of the Board