

ALDA Membership Committee Report
By Wendy Ting, MC Chair

The ALDA Membership Committee (MC) was newly created earlier this year. The primary goals are to create and streamline the structure of our ALDA organization, where membership is intricately affected, and to improve the communication channels. This includes the review and refinement of on-time sensitive issues with the membership database management, which involves the Board members and Regional Directors (RDs), both inward and outward. In this endeavor, the Membership Committee is working to improve many aspects of our membership communication and outreach. This entails addressing the membership outreach, renewals, and ways for members to remain connected with ALDA via RDs and our Chapter and Group Leaders. Under the new MC, all these are coming into place! Great progress has been made so far regarding the steps to efficient communication...and in sending out thank-you notes to new and renewed members, and, reconnecting with lapsed members. Thus, our membership is currently on the upswing!

Pending the forward-looking Board, the updates and/or development of the existing bylaws/policies/procedures, where the new MC is concerned, should be considered in order for MC to move forward. In the coming months, along with the new Board, the MC anticipates the overall membership process to improve seamlessly. The MC will work with the Board, Regional Directors, and all our members to remain actively engaged with all our ALDA members and maintain our ongoing membership growth!

The MC wants to thank those who have offered assistance as volunteers and remains grateful for those who are willing to connect and offer their time. We look forward to the continued growth of this amazing committee!

In addition to calling for additional volunteers for MC, if you have any comments or suggestions how RD can improve his/her communication with you, please send comments/questions to me directly at [membership@alda.org] and to your RD. The Regional Directors' information and their areas of coverage can be found on: <https://alda.org/chapters-groups/regional-directors/>

Stay healthy and safe and we hope to see you in 2021!