

Membership Action Plan January 2015

Goal: 1,850 Members by 12/31/2015

- **Long Term Projects**
 - Interest Groups within ASOR (begin work on in February)
 - Create landing page for Interest Groups based on specific fields
 - Have content within each interest, like articles or job postings
 - Discussion board for each interest to help foster communication
 - ASOR Mentor Program participants can be matched based on Interest Group and individuals who specialize in that field (i.e. Conservation)
 - Will work with Membership and Outreach Committee for best groups and desired content
 - Committee will help with implementation
 - ASOR Mentor Program – building relationships between students and professionals (begin work on in March)
 - Will work with Membership and Outreach Committee for outreach and procedural ideas to help implement
 - Improve website (begin early January)
 - Distinguish between benefits and discounts
 - Make it more user friendly
 - ACLS.org
 - Pick 10 groups from their societies to learn more about
 - Communicate with their membership teams
 - Streamline renewal/purchase process with Avectra
 - Student friendly center of website with job/internship postings, ASOR mentoring, career/academic guidance and content, places to apply for scholarship (begin end of January, after initial improvements to website are made)
 - This will hopefully also be appealing for international students
 - Student workshops at AM?
 - This could tie in with Interest Groups
 - Reach out to <http://www.tdar.org> for more information on their service
 - Research related groups that would sign up for our membership, provide them with an incentive
 - Redesign Membership Form (Goal: completed by end of FY15)
 - Highlight and clarify benefits
 - More concise options to renewing
 - More concrete membership retention plans (brainstorm and implementation beginning in February)
 - Templates and invoices in place with set schedules

- Lapsed members receive discount for back issues to catch them up to a current membership
 - Keep lapsed members informed of new resources and programs as they come
 - Send out a survey to see why they haven't renewed
 - Create Membership Welcome Packet
- **Recurring Actions**
 - Stock letters and emails in place for efficient and timely renewal reminders
 - More targeted and improved membership/FOA content
 - Content that individuals benefit from, provided for free
 - More communication with Membership and Outreach Committee about new ideas for Member Benefits and approval for current ideas
 - Gather voluntary demographic data (via surveys and questionnaires)
 - Learn more about who our membership is and what they're looking for out of our membership
 - Reach out to lapsed institutional members to offer Student Membership to their students (hopefully once we have more content for students)
 - Calendar of themed outreach towards members/FOA planned ahead of time (i.e. CyberMonday, Valentine's Day Trivia, etc.)
- **January**
 - Set up ASOR Membership Directory
 - New, immediate membership benefit for ALL members
 - Create a privacy policy, if we don't already have one that applies, that explains why they're included and how they can be removed if desired
 - *Goal: January 31, 2015*
 - 'Gift a Subscription' campaign beginning of January
 - Current members can gift a subscription to NEA at 50% for a friend or family member (they can gift up to 5 subscriptions)
 - Very Lapsed Member Drive
 - Letters from Andy and Susan
 - Offer them back issues for free (subject to availability) or \$20 off current membership
 - Ask for volunteers to form FOA Advisory Board to help improve FOA membership option and experience
 - Education Campaign
 - Mailings, social media posts about ASOR (our history, our membership, our committees, our Annual Meetings)
 - Include the roles members have (Members' Meeting)
 - Where we're heading in the near future (our goals)
 - Highlight our international membership base
 - Archives, Publications, Fellowships, etc.
 - Syrian Heritage Initiative

- Meet the staff
- Lots of graphics and content
- **February**
 - International Membership Campaign
 - How can we make our international members feel included? Have them fill out a survey of what they would like from a membership? International ASOR meeting?
 - Send outreach and letters catered towards this group
 - FOA Associate Membership Drive
 - Push Associate Membership to FOA
 - Provide samples, content, graphics to make it appealing
 - Meet with Kevin Mullen beginning of February regarding AIA's Welcome Packets
 - Come up with welcome packet contents and begin building material
- **March**
 - Improve March Fellowship Madness
 - Create more of a "scholarship center" on the website
 - Scholarship Center within Student Center
 - FOA – donate to MFM, get a free Associate Membership
 - Follow retention statistics, survey them about their membership experience
- **April**
 - "April is for Associate Members"
 - Reach out to Associates (who tend to be new FOA recruits or people who sign up from Annual Meeting) and provide them with free content and outreach that will hopefully inspire them to renew
 - Lapsed Associate Members/NEA subscribers
 - Push 'new' Associate Membership
 - Include an issue of NEA (March issue? Plan ahead when setting up Print Run)

Membership Action Plan Update April 2015

New efforts have been made this year to improve both membership numbers and member experience. Small improvements have been made to the website, with greater improvements hopefully coming soon. We are publicizing a new ASOR benefit ("Individual Directory") that will soon be advertised on the website and included in the May *News@ASOR*. A "Gift a Subscription" campaign where current ASOR members could gift a NEA subscription took place in January, and while only a handful took advantage of the special, those who did expressed enthusiasm. A call

for volunteers for the Friends of ASOR Advisory Board was sent out and a group of individuals were selected to serve on that board to improve the Friends of ASOR experience. Along with the Advisory Board, a survey was sent out to all Friends of ASOR to gain feedback on content in the *Ancient Near East Today* newsletter and the ASOR blog. More staff driven content, such as a staff page with pictures, a Boston storm update, and how we try to be a little more green, has been posted in efforts to create a friendlier relationship between members and Friends of ASOR and the office staff. We plan on continuing this kind of content to build a welcoming personality, providing a greater variety of stories, and to have members/friends feel more comfortable reaching out to us.

Efforts that we hope to tackle in the near future include creating a distinction between ASOR member benefits and discounts, with discussions about other possible member benefits that ASOR can establish for their members, both in the U.S. and abroad. We plan on doing an outreach campaign to very lapsed members with letters from ASOR President, Susan Ackerman, and Executive Director, Andrew Vaughn. In April, we plan on catering an outreach campaign to very lapsed Associate Members as well as lapsed NEA subscribers to inform them of the new Associate Membership that now includes a NEA subscription. We plan on also redesigning the membership form to make it more straightforward and we plan on improving our welcome packet for new members, which will hopefully help interest those who just purchase a membership to submit an abstract/present at the Annual Meeting.