

**SC/MLA Membership Committee  
Annual Report  
October 2004**

Recruitment and Retention

Committee members reviewed and discussed a number of initiatives suggested during the Southern Chapter Needs Assessment 2003 conducted by Mary Fran Prottzman. Members were asked, "How can we attract new members and encourage existing members to increase their participation in chapter activities?" In response to the survey, the committee designed a SC/MLA membership brochure, wrote articles about new members for *Southern Expressions*, established contact with each new member through two separate means—a welcome letter from the committee chair in addition to a telephone call and/or e-mail contact by the new member's state representative.

Three new members were profiled in the Summer 2004 issue of *Southern Expressions*. Future issues of *Southern Expressions* will continue to include new member profiles.

Membership Database Manager Report

Membership for 2004:

Total membership: 322  
Paid 2004: 308  
Honorary: 14

Membership for 2003:

Total membership: 346  
Paid 2003: 331  
Honorary: 15

Submitted by:

Brenda F. Green, Chair

Committee Members:

Jodi Upton Kuehl	AL	Term Ends 2006
Sandra Canham	FL	Term Ends 2006
Kathy Davies	GA	Term Ends 2006
David Juergens	MS	Term Ends 2006
Ruth Riley	SC	Term Ends 2005
Gwen Jackson	TN	Term Ends 2005
Elizabeth Connor	PR	Term Ends 2005

Ex Officio Member

Linda Flavin, Membership Database Manager