AOA Membership Committee
June 14, 2021 Minutes

Committee Members:	Kathy Brown Ron Cosner Elden Harms Sarah Donahoe, Chairperson Patty Hasselbring, Outgoing Chairperson
Staff Liaison:	De Monson Alyssa Winterfeld
Board Liaison:	Brian Houchin
Meeting:	June 14, 2021 6:00 PM Eastern Time/3:00 PM Pacific Time Meeting via —Google Meet

1.0 Meeting Opening

1.1 News of Importance from AOA

- Membership levels passed by AOA BOD
- NFE registrations coming in and the option for Virtual Registration to be available soon. Reminder that NFE registration and virtual registration is open to anyone, not just members.
- AOA board extends extreme level of gratitude for Patty's service within the AOA Organization
- AOA board approved Sarah to serve as AOA Membership Chairperson.
- Discussion on AOA Membership Committee receiving quarterly dashboard information on membership numbers. Robin can provide beginning with July meeting.

2.0 Old Business

2.1 Veterinary Assistance for Members review

- Veterinary Assistance is now available on website for use. It is available and accessible to anyone, not just members. Reminder to remove this point from the list of membership *benefits.*
- Discussion on keeping Vet assistance page up to date. Decision to review yearly, beginning with school year approximate start so follow-up surveys to be sent out to all universities August 2021 thanking for previous participation and asking for any updates to information on AOA website. Sarah to check list (and include PA and Missouri) and follow up with De.

2.2 Phone Call Welcome with New Members

- Update from committee members.

- Reminder to try and catch up on new member phone calls. Advise Sarah if difficulty.
- Talking Points for Conflict of Interest when making calls—see attachment.
- Reviewed DRAFT Talking points. Sarah to send out final copy for committee's review. This will be helpful for new AOA Membership Committee members when making phone calls.
- Discussion on representing AOA on phone calls and on social media. Members to make distinction between personal advice and AOA information and attempt to refer to AOA and website when possible.

2.3 Shearer Cards follow-up

- Increase visibility of education information and links.
- Suggestion agreed to rearrange landing page on AOA website, making icon photos visible on page. Reviewed participant stats of page views and interactions. Elden to present shearer card evaluation at August meeting and committee can set up time frame for next year program.
- Develop sign up form for visitors.
- Again, landing page design discussed.

3.0. New Business

3.1 AOA Website Review

- Discussion on improving AOA Membership Committee members' knowledge of AOA Website and areas for change or improvement.
- For next meeting, members to review AOA Website tab "***ABOUT AOA*"** and each member to briefly present a point of interest.

3.2. AOA Membership Committee—Call for members

- Discussed need for increasing members on AOA Membership Committee. Sarah to contact persons that ran for this year's AOA BOD and invite to committee. Members to continue seeking new members.

4.0 Minutes for Approval

Minutes from May

Motion to approve by Kathy and second by Elden. Adjourned at 7:05 PM **EST.**

5.0 Meeting Wrap

Next Meeting Date: Monday, **July 19**, at 3 PM PST/6 PM EST **via Zoom.**