AOA Membership Committee Minutes
December 11, 2023

Committee Members Present:

:	Kathy Brown
	Lori Grimes
	Elden Harms
	Brittany Richardson
	Terese Schmidt
	Beth Turner
	Sarah Donahoe, Chairperson
Staff Liaison:	De Monson
Board Liaison:	Brian Houchin
Executive Director:	Robin Gifford

Meeting: **December 11, 2023**
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0	**Opening Remarks–** Good job on the "10 Reasons to join AOA" videos		
2.0	**Minutes for Approval** Beth motion, Lori second, all approve	**All**	
3.0	**New Member Phone Calls Report–**no report **New Member Call List**	**Sarah/All**	
4.0	**Member Feedback Report–**no report **Member Suggestion Spreadsheet**	**Sarah/All**	
5.0	**Social Media Engagement Report-**no report **Weekend Update Report**	**Sarah/All**	
6.0	**Old Business** **6.1 Shearer Recruitment Program** Confirmed purpose of program is recruitment, and not collecting data and stats. Card recipient to scan QR code which takes to landing page with one of webinars and encourages them to join AOA. Discussed method of evaluation but AOA is going to revise the cards and then will they send an email copy to committee for review. Elden to coordinate	**Sarah and Elden**	

listing of shearers. AOA to mail cards mid January **6.2 Member suggestions, comments, concerns** Discussion on recruitment or retention goals for 2024. Membership committee discussed Youth Membership Benefits, both current and proposed. Sarah to attend Youth Committee meeting to survey input on benefits.		
7.0 New Business–none	**Sarah**	
8.0 Adjournment–Next meeting **January 8, 2024** at 6PM EDT/3PM PDT		