

5.8 CABA Membership

Through the close partnership and work of Norma Rocha, Delma Chwilinski, Jan Corea, the Regional Reps, and the CABA Executive and Finance Committees, the following plan to increase membership is proposed (moved, approved, and recommended by the Finance Committee):

Goal: To increase CABA membership to 4000 plus

Plan:

- On CABA 2015 registration form, continue to offer both member and non member fees (this is necessary for financial solvency of conference revenues)
- At annual conference, announce to all in attendance that as a special promotion of CABA 2015, all registrants will be provided with complimentary CABA Membership for one year.
- Provide buttons at CABA 2015 that announce "I am a CABA Member—40th Anniversary"
- Increase CABA 2015 fees by \$25 in each category to compensate for inclusive membership (\$75,000)
- Offer this continued "complimentary" (but sustained) membership at each annual conference to maintain high membership numbers.
- Work with Strategic Plan Consultant to adjust and update membership to correct regions and chapters
- Membership before and after the conference is available either through conference registration OR by registering on our new service set up by Smart Reg.
- CABA contracted with Smart Reg to take over the full membership process (online, credit card payments, annual renewals, on line data base, etc.)
- CABA will be phasing out use of IMIS and our older, more complex system for membership.
- Strategic Plan Consultant will be given access to online data to facilitate their work and monitoring of membership.
- Irma will continue providing business team support to Membership.
- Aida will provide administrative/clerical support to Strategic Plan Membership Consultant.