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# YEAR END REPORT 2014-2015 OHIO FOREIGN LANGUAGE ASSOCIATION

Report submitted by Membership Chair *Julie Frye*  
1 April 2015

This year the Membership Committee continues to organize the Wild Apricot database by cleaning up lapsed and duplicate memberships, verifying membership levels and keeping new member/renewals up-to-date as payments are received. Membership questions are addressed as quickly as possible by referring them to the appropriate committee and/or affiliate chairs. Positive feedback has been received for the assistance provided.

Following Conference 2014 the new membership page on the OFLA website was implemented. Members now have just two choices: Full-time STUDENT or PROFESSIONAL. The updated Membership page is much more user-friendly. There were (and continue to be) questions about the changes, and some retired/associate members have opted not to renew because of the cost, as was anticipated.

The "Welcome to OFLA" email that is sent when payment is received now includes clear instructions for joining the LISTSERV. This had been an issue, as new/renewed members were under the impression that they would be part of the LISTSERV automatically with membership.

For Conference 2015, even with an additional fee to attend as a NON-MEMBER, there are registrants (lapsed members) who have chosen to pay the extra, rather than renew. This is a question that needs to be addressed somehow, either via SurveyMonkey or direct email.

The Membership Committee continues in its role as advocate and liaison between members and the executive committee.

## CURRENT ACTIVE MEMBERSHIP DATA

Member level	31 MARCH 2015
Full-time STUDENT	72
PROFESSIONAL 1-year	517
PROFESSIONAL 3-year	135
PROFESSIONAL OEA	502
LIFETIME	66
<b>Total ACTIVE</b>	<b>1292</b>
<i>*Pending membership payment</i>	10

## HISTORIC MEMBERSHIP DATA

MARCH 2014	1574
MARCH 2013 (CSCTFL Conference Host)	1332
APRIL 2012	Unavailable
APRIL 2011	1569
APRIL 2010	1559
APRIL 2009	1731
APRIL 2008	1520
APRIL 2007	1542
APRIL 2006	Unavailable
MARCH 2005	1597
APRIL 2004	1750