

YEAR END REPORT 2019-2020  
OHIO FOREIGN LANGUAGE ASSOCIATION  
Report of Membership Chair  
April 15, 2020  
Chair: Teri Wiechart

The primary goal for this year's membership committee has been to discover ways to encourage Ohio teachers to join their professional organization. To effect that goal, emails were sent to lapsed members to encourage them to rejoin, articles were written for the *Cardinal* outlining the benefits of joining, as well as listing the ways that members could help each other and the profession. Further, there was a membership contest from December 9-January 10. 20 new members joined during this time. Winners were given a second year of membership. Finally, a return to the conference fee that included a year's membership. This proved to be successful in getting conference attendees to also join the organization.

The main task of the membership chair is the continued organization and maintenance of the membership database in WildApricot, which included updating the mailing addresses and email addresses of all members, keeping membership lists current, addressing the questions of the membership, using the data base to register members for Regional Professional Development, and assisting with registration for the annual conference.

For the first time in over a decade, OFLA membership dues were raised. Starting September 1, 2019:

- **One-year Professional Membership -- \$55** (up from \$45),
- **Three-year Professional Membership -- \$135** (up from \$125.)
- **Lifetime Professional membership -- \$500** (up from \$400).
- **Student memberships -- \$10** for one year—for full time university students.

**NEW in 2019:** There is a new membership level—one-year Professional Membership with **AUTOMATIC RENEWAL**. The system **securely** stores information and each due date automatically charges the credit card on file for the following year's membership fees. Members can opt in or out of this each year by changing your membership level each year when they renew. There was a limited response to it, but perhaps will become more popular as it becomes more well-known.

Part of this database maintenance included processing conference registrations—checking memberships, adding new members, and sending reminders about various deadlines. It also included cancelling all the registrations, refunding credit card payments and updating membership data when the conference had to be cancelled due to the Coronavirus Pandemic.

The goals for next year include assisting incoming president Cheryl Johnson, providing services to the members of OFLA, and finding new ways to encourage new and previous members of OFLA to join.

Members will be asked to update personal data with an email probe in June. Renewal reminders will be sent in the month before due dates.

CURRENT MEMBERSHIP DATA

	April 15, 2020
Student	35
Lifetime	91
Professional 1- year	382
Professional 1 year auto	16
Professional 3 yr.	97
OEA professional	414
TOTALS	1035

HISTORIC MEMBERSHIP DATA

MARCH, 2019	904
MARCH 2018	1065
MARCH 2017	1163
MARCH 2016	1168
MARCH 2015	1292
MARCH 2014	1574
MARCH 2013	1332
MAY 2012	1594
APRIL 2011	1569
APRIL 2010	1559
APRIL 2009	1731
APRIL 2008	1520
APRIL 2007	1542
MAY 2006	1643
MARCH 2005	1597
APRIL 2004	1750