



2019 Annual Report of MAUT Membership Committee to MAUT Council

April 9, 2019 (for the April 10 Council meeting)

Committee Members

Stefano Algieri
Gen Gore
Ken Hastings (Chair)
Tara Mahwinney
Jason Tanny
Katherine Zien (until September 2018)

Staff

Honore Kerwin-Borrelli
Joseph Varga
Jo-Anne Watier

The Membership Committee met on May 7, May 11, June 11, Sept 14, 2018, and Feb 21, and March 25 2019. In addition, its subcommittee Working Group on Academic Staff Categories and MAUT Membership, also known as the Working Group on the Membership Denominator (Gen Gore, Ken Hastings and Jason Tanny) met Nov 13 and Nov 23, 2018.

This report will consider:

- 1) Membership numbers and trends.
- 2) An account of the 2018/19 Membership Committee-organized social and informational events
- 3) An update on the Membership Denominator project
- 4) The outlines of a Local Unit Representative project we have developed over the past year
- 5) The activities of MAUT's Membership Engagement Officer, Jo-Anne Watier

1. Membership numbers and trends.

As of March 31 2019 MAUT had 940 Full Members (of which 54 were members of the Librarians Section), 44 Associate Members, and 158 Retired Members. (Total 1142)

On March 29 2018, there were 938 Full Members (of which 53 were members of the Librarians Section), 44 Associate Members and 143 Retired Members. (Total 1125)

The number of Full Members has held fairly steady over the past few years. This reflects the annual departure (retirement, death, resigning membership, or moving to another institution) of roughly 30 - 40 members (~3 - 4% of our membership), and their replacement with a similar number of new members.

2. Membership Committee-organized social and/or informational events during the 2018/19 MAUT year.

The Membership Committee organized five social and/or informational events during the 2018/19 MAUT year.

Welcome Gathering Sept 13 2018 (Members and Prospective Members)	
attendance 101 total	total cost \$7,136.65
74 members, 8 guests, and 19 prospective members (5 joined)	
Octoberfest Apple Picking Sept 30 2018 (Members and Prospective Members)	
attendance 253 total	total cost \$8,077.86
71 MAUT members, 95 guests, 82 children, 5 prospects (0 joined)	
MAUT's Guide to the Univers(ity) Nov 8 2018 (Members and Prospective Members)	
attendance 39 total	total cost \$2,911.84
17 members and 22 prospects (4 joined)	
Winter Brunch Jan 27 2019 (Members Only)	
attendance 105 total	total cost \$4,989.51
35 members, 37 guests, 33 children	
Family Discovery Day (Redpath Museum) April 7 2019 (Members Only)	
attendance 13	total cost \$90.17
3 members, 2 guests, 8 children	

2018/19 Events Total \$23,206.03

These events were well attended and were heartily enjoyed by participants. Important also to note is the family-friendly nature of the Octoberfest, Winter Brunch, and Family Discovery Day, which is a strong positive for younger members and (Octoberfest) prospective members.

These events serve two major functions: 1) they are satisfying and rewarding activities for existing members, and 2) tools for recruiting new members. Both are important functions that deserve full and direct consideration.

The value of these events in terms of existing member satisfaction and retention is likely very important but is difficult to estimate. Considering all events, there were 200 existing-member-attendances. The number of different members that account for these 200 attendances is not known, since some existing members attended more than one event. The Welcome Gathering alone attracted 74 existing members so it seems reasonable to think that the number of existing MAUT members who attended at least one event is somewhere in the range of 100 - 200. This would represent ~10 - 20% of our membership. Beyond the clear positive relevance of the events for the 10 - 20% of members who actually attended must be added a penumbra effect of unknown size, namely those existing members who saw the invitation, who thought the events were worthwhile, who therefore appreciated the association and their membership in it, but who were simply too busy with other things to

attend. Any decision-making regarding the importance of these events for MAUT membership must try to take this quantitatively unknown penumbra factor into account.

The other vital aspect of the events is their effectiveness in the effort to recruit new members. The next paragraph reports the number of new members who joined in a way that seemed clearly linked to attendance at an event. However, this is a minimal estimate of the utility of the events in new member recruitment. It is plausible that some who joined MAUT "out of the blue" were influenced by having been invited to these events (but being unable to attend), or by having attended an event and not joining on the spot, but months later. This is something we don't know and this uncertainty should be kept in mind.

The number of new members who joined in a way clearly linked to attending a Membership Committee event was 8 during 2016-17, 6 during 2017-18, and 9 during 2018-19. Of these 23 new members over the three-year period, 7 joined at the Welcome Gathering, 3 at the Octoberfest Apple Picking, and 13 at the Guide to the Univers(ity).

Ignoring for the moment the significant value of these events for existing members, for which the Guide to the Univers(ity) has a rather small draw, it is clear that the Guide to the Univers(ity) is the most successful event in terms of new memberships. It is also the least costly, so if one were to compute the parameter "new members per dollar spent" the Guide to the Univers(ity) event would score more than twice as high as the other events open to prospective members, i.e. Welcome Gathering and Apple Picking.

A further consideration to note is that the number of new members we can attribute to the Membership Committee social/info events is roughly similar to the number of new members generated by the members-only Tenure Mentoring Workshop, organized by the Tenure Mentoring Committee. Together these two sources account for roughly half of the new members who join in a given year. The remaining ~ half are "walk-ins" whose decision to join MAUT is not obviously linked to any specific MAUT event. Although for this group one cannot point the finger at a specific event as the key element in joining MAUT, we must keep in mind that all McGill academic staff, and in particular all new hires, receive a stream of MAUT-related information from our Membership Engagement Officer, some in connection with the university's New faculty Orientation meetings organized each Fall (at which the President of MAUT briefly addresses the new hires). Among other MAUT membership information the new hires receive is descriptions of and invitations to our social/informational events, and this may be a positive contributing factor. In addition, as pointed out above, a new member might join months after having attended a Membership Committee event.

3. Update on the Membership Denominator Project.

The Membership Committee and its Working Group on Academic Staff Categories and MAUT Membership have made significant progress in this issue, though more work is needed before we can make a final set of recommendations to Council. However, as an update, I can summarize the major issues before us. (Academic staff numbers quoted are derived from analysis of the FY2018 Staffing Report presented by the Provost and VP Administration and Finance to Senate and the Board of Governors).

Our goal of understanding the complex landscape of the non-tenure-stream academic staff at McGill has now been reached. In considering the range of academic staff categories, we recognize that MAUT's functions have some relevance to all academic staff at the university (with the possible exception of the unionized Course Lecturers and Instructors who are governed by the MCLIU collective agreement). Currently the MAUT

Constitution limits MAUT membership to those holding remunerated academic appointments at McGill. This excludes the largest single component of the non-tenure track academic staff at McGill, the 2,678 nil-salary Clinical Ranked Contract Academic Staff (CAS) mostly associated with the faculties of Medicine and Dentistry, whose income comes not from their McGill academic duties but from their clinical activities.

This removal of the nil-salary group leaves as the current potential target group for MAUT membership the 1750 tenure-stream academics, plus the 635 non-Clinical Ranked CAS, plus the 165 unranked CAS (which do not include any of the ~1,500 unionized Course Lecturers and Instructors). Thus, as a slight oversimplification that does not take account full-time versus part-time status, one can say that the MAUT membership denominator is 2,550. This is the maximum number of members that MAUT could have, if we choose to retain the requirement that an MAUT member hold a remunerated academic appointment at McGill. If we remove the remuneration requirement, the maximum number of MAUT members would be 5,228 (again, this number excludes MCLIU members).

The interest in understanding the target group for MAUT membership arose initially with the unionization of the Course Lecturers and Instructors (with AGSEM in 2011 and MCLIU in 2013), which rendered the MAUT constitution's definition of who might join MAUT namely "academic staff holding a remunerated appointment" inoperative. MCLIU members are in fact academic staff holding remunerated appointments. This problem has not yet been resolved. When the Membership Committee's work is complete we will propose to Council new membership wording for the Constitution. We will also make suggestions regarding possible implications of retaining or removing the requirement that an MAUT member hold a remunerated appointment at McGill.

4. The MAUT Local Unit Representative project.

For some time, the Membership Committee has recognized that a potentially very impactful way to engage with members *and with prospective members* is through the establishment of a system of Local Unit Representatives. These would be actively engaged MAUT members who would be willing and able to act as conduits in the two-way flow of information between "MAUT Central" and our members, and prospective members, whose daily experience is within their local units and whose connection to MAUT Central may be a slight as receiving the Newsletter and calls for participation in elections. We believe that a much richer connection is possible through a strengthened MAUT presence at the local unit level. We have developed a list of functions for the Local Unit Representatives, which we have shared with the MAUT Executive Committee, and we are now in the process of approaching individuals who could serve those functions in each of the Faculties. Effective function of this program may require more than one Local Unit Representative in the larger Faculties, but our initial goals are to identify and connect with ~10 - 12 individuals, roughly the number of Faculties with significant MAUT membership.

5. The activities of Membership Engagement Officer Jo-Anne Watier

The Membership Committee is very enthusiastic about the positive impact the hiring of Membership Engagement officer Jo-Anne Watier in August 2017 has had on the MAUT's Membership portfolio. Jo-Anne is integrally involved in every aspect of member and prospective member engagement at MAUT. She works closely with the Membership Committee in organizing and executing the annual cycle of social/information events. She has also been instrumental in the conceptualization and follow through on the development of a range of MAUT "swag" including lapel pins, and MAUT-branded pens and notepads, and canvas bags used

initially at the Octoberfest Apple Picking event but also serving as a functional long-term reminder of MAUT. She oversees and actively manages the information flow to new McGill academic staff hires. She has advanced our membership database information and utility to a new level of accuracy and accessibility to decision-makers. She plays an increasingly important role in MAUT's efforts to make the MAUT website an accurate, up-to-date, interesting, and useful resource for the association and its members. She plays a central role in organizing the response of MAUT to any member who indicates they want to leave the association.

Given the tightly-integrated operations of the MAUT staff, and the excellent working relationships among them, Jo-Anne also makes contributions too numerous to detail in helping to ensure that the important functions of the MAUT office are expeditiously carried out, even under "overload" or other adverse conditions.

We would also like to stress that the long-term success of the Local Unit Representative initiative described above will rest almost entirely in the hands of the Membership Engagement Officer. The Membership Engagement Officer will be the principal point of contact between "MAUT Central" and the Local Unit Representatives. Jo-Anne will provide information relevant to existing members and especially to new member recruitment, and also logistical support for local unit meetings/events, which we believe, in time, will be an important aspect of the Local Units Representative project.

A handwritten signature in black ink that reads "Ken Hastings". The signature is written in a cursive, slightly slanted style.

Ken Hastings (Chair)

for the MAUT Membership Committee