

2021 Annual Report of MAUT Membership Committee to MAUT Council

April 7, 2021

Committee Members

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Since the last report, the Membership Committee met on June 2, July 8, August 13, October 1, and November 5 in 2020, as well as January 7, February 4, March 4, and April 1st in 2021.

This report will consider:

- 1) Membership numbers and trends.
- 2) Adapting events to the COVID context
- 3) MAUT Local Liaison Project

1) Membership numbers and trends

This year we faced two challenges when it came to membership: operating under pandemic times and a lack of membership reports from the administration. The traditional way we have engaged with new members has been through in-person events where we start to build relationships with people and generally at any event about 20-25% of prospective members will join at the event. This year, this mode of operation was nonexistent. Generally speaking, all of our events had reduced turnout and this was coupled with the fact that in-person interactions apply increased social pressure to join so, for example, while we had about 13 prospective members (2 at the Virtual Welcome Gathering in September and 11 at the MAUT Guide to the University in November) attend our virtual events, none joined. Added to this difficulty is the fact that since August when the University launched Workday, we have not received any accurate membership reports (September and October there were no reports and November onwards the reports have known mistakes which HR is not working with us to correct) and so we are unable to identify people who have recently joined the university or even follow up with members who have left MAUT. These inaccurate reports also hinder our ability to work towards the opt-out membership system. We are working with the MAUT Executive to escalate this issue within HR so we can continue to make progress on opt-out membership.

2) Adapting events to the COVID context

This year we adapted all activities to fit within the current COVID context. In 2019/2020, before the pandemic, we had events like the Welcome Gathering (81 participants 68 of which were members), Apple Picking (266 participants and 77 members), Guide to the University (12, 9 were members), Winter Brunch (154, 49 were members). This year, our participation significantly decreased; many feel that they spend too much time online already. Our Welcome Gathering was almost all virtual except for having live music performed by Kyoko Hashimoto (MAUT Member) in Pollock Hall. We had to cancel Apple Picking, the only event we thought that could be in person. (At the time, the apple orchard in the Macdonald Campus was closed and those on the island of Montreal were not allowed to travel off the island where other apple orchards are located.) Due to the numerous canceled events (Apple Picking and Winter Brunch) and reduced price events (Welcome Gathering and Guide to the University) we were able to engage with our members in a more significant way through a virtual cooking class which provided a 3-course meal for a family of 4.

Welcome Gathering, via Zoom, Sept 18, 2020 (Members and Prospective Members)		
attendance 24 total	total cost	\$172.50
22 members, and 2 prospective members (0 joined)		

MAUT's Guide to the University, via Zoom, Nov 14 2020 (Members and Prospective Members)		
attendance 15 total	total cost	\$0
4 members and 11 prospects (0 joined)		

MAUT Virtual Cooking Class, via Zoom, March 6 2021 (Members Only)		
attendance 47	total cost	\$7,835.55
47 members with their families		

Events Total	\$8,008.05
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Events are normally important to have, for example, 20-25% of prospective members who attend an in-person event join at that event. This did not hold true in the virtual context, however. Virtual events tend to be significantly less expensive, though.

With our events this year we hoped to continue to engage with our members and even if they did not attend, know that we were continuing to think of them and offer them opportunities to socialize with colleagues and maintain connections within MAUT. We received some messages of thanks from members for holding events, even though they were not available for the event.

The other vital aspect of the events is their effectiveness in the effort to recruit new members. With in-person events there appears to be a clear link with the event and members joining (e.g. 20-25% of prospective members that attend an in-person event join). 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.

4. The MAUT Local Liaison Project

This year we have progressed with the Local Liaison Project. We have compiled a list of resources (information on what is available to members from MAUT, the university and the community at large) to give to those local liaisons we have already recruited and we plan on giving a training session to this group in mid-May. The idea is that these Local Liaisons will serve as a resource to their units and better connect members to MAUT as they serve as a information conduit between MAUT Council/Exec and the local units. We will meet with these Local Liaisons again in August in preparation for them to engage their units in the new academic year.

A handwritten signature in blue ink that reads "Nate Quitoriano". The signature is written in a cursive, flowing style.

Nate Quitoriano (Chair)

for the MAUT Membership Committee