

MAUT MEMBERSHIP COMMITTEE

ANNUAL REPORT

2014-15

April 13, 2015

This MAUT Membership Committee Annual Report has been prepared for submission to MAUT's Executive Council and for presentation at the Spring General Meeting on April 24, 2015. It summarizes the past year's activities, and outlines recommendations and plans for the year to come.

In an effort to create a greater awareness of the role that MAUT plays throughout the McGill University community, and the services that it provides, as well as to increase its membership, the MAUT Membership Committee launched several initiatives in 2014-15. In doing so, its aim was to reach out to MAUT members, former-members, and prospective members.

In the spring of 2014 the committee outlined a set of 'social' events to take place during the fall semester. At subsequent meetings in the fall, further events were also planned for the winter semester; a detailed description of the *four* 2014-15 events is currently in preparation and will be submitted to Council following our Membership Committee Meeting in May, if not before. Along with planning the events in 2014-15, the committee agreed that, pending approval by MAUT Council, the reports will serve as a model for present and future iterations of the Membership Committee to facilitate further events, gauge the reaction of the general MAUT membership, as well as measure the effectiveness of these initiatives in increasing membership. It was agreed that a timeline of 2-3 years be established, again, pending MAUT Council approval. If, after that time, it is determined that the increase in membership is negligible, further evaluation will determine whether or not support from the general membership warrants continuing these activities.

These events were intended to provide friendly settings for the members and their families, former members, and prospective members to meet; an opportunity for colleagues to interact within and across Faculties. Judging by present estimates, the events were a popular success.

The following is an account of the four events, followed by a preliminary impact assessment:

Welcome Gathering

Tuesday September 9, 2014 4-7 pm Faculty Club

Attendance: Members = 76

Non-members = 21

Spouses/guests 27 total adults = 124

Kids = 18

overall total = 142

Cost: \$8933

Octoberfest Apple-Picking

Sunday October 5, 2014 11:30 am - 2:30 pm Macdonald College (Tadja Hall/Apple Orchard)

Attendance: Members = 40

Non-members = 28
Spouses/guests 85 total adults = 153
Kids = 78
overall total = 231
Cost:\$6051

Winterlude Brunch
Sunday January 18, 2015
Attendance: Members = 32
Non-members = 2
Spouses/guests 46 total adults = 80
Kids = 33
overall total = 113
Cost: \$4541

Redpath Museum Kids Volcano Workshop
Sunday March 22, 2015 two groups, one at 1:00 pm and one at 2:30 pm
Attendance: Members 19
Non-members = 0 (a Members-only event)
Kids = 23
overall total = 42
Cost: \$161

Impact in terms of non-members joining MAUT.

The numbers show that a significant number of non-members will attend non-member eligible MAUT social events. The event with the greatest non-member draw was the Octoberfest Apple-Picking event. The Welcome Gathering was also successful in this regard, though less so, and there was relatively little non-member participation in the Winterlude Brunch.

A total of 51 different non-members (people who were not members in Aug 2014) attended one of the three events (most attended only one of the three events). Of those, 10, or about 20%, had become members by April 7, 2015. In that time period (Sept 1 2014 - April 7 2015), a total of 32 new members joined MAUT, including the 10 who attended/registered one of the social events.

Although the immediate impact is hard to judge, it does seem that these social events have a significant potential to increase membership, particularly if the proportion of non-member participants who subsequently join can be increased. It is possible that some non-members who do not join after attending a single event may join if they participate in several events over a one or two year period.

The Membership Committee met on April 8, 2015. It will meet again in mid-May to further appraise the data received, evaluate the efforts of the past year, build upon past initiatives and continue on-going discussions of planned events in 2015-16.

In what we consider as areas of our Committee's mandate, the following topics were explored and are at various stages of discussion and development; as they reach maturity, MAUT Council and the general membership will be kept appraised.

1. Who is eligible to be a Member of MAUT?
2. Dues (as it pertains to attracting/repelling members).
3. Means of targeting specific Faculties.
4. Understanding why people join/why people stay/and why people leave MAUT.
5. Creating new incentives to encourage membership.
6. Policy matters regarding free membership and expired membership.
7. Manner of contacting prospective members, either by having individual Faculty Representative hand-deliver forms, and/or emailing individuals where only their signature and ID are required in order to join MAUT.
8. The merits of MAUT Representative(s) addressing (in person) individual Faculty Councils/Departments (i.e. Professor Kenneth Hastings made a presentation at Schulich School of Music's Faculty Council in spring 2014).
9. MAUT-sponsored events for members only, i.e. Reappointment/Tenure & Mentoring Workshop.
10. Increase the number of members on Membership Committee (members/Faculty Representatives).

It is the vision of the present MAUT Membership Committee to enhance the awareness of the outstanding contribution that MAUT has made, and continues to make, to the quality of life for the faculty, staff, students and families throughout the McGill University community. In doing so, it is not just our hope to increase membership. Rather, we also hope to encourage existing MAUT members to contribute to the association, and in doing so, to experience the great satisfaction of what it is to serve and to benefit from the diverse strengths of McGill academic staff.

2014-15 MAUT MEMBERSHIP COMMITTEE

Ms. Tara Mawhinney, Professor Debra Titone, Professor Kenneth Hastings, Professor Terry Hébert, Professor Gregory Mikkelson (Fall 2014), Professor Stefano Algieri (Chair), Ms. Honore Kerwin-Borrelli, Administrative Officer, and Mr. Joseph Varga, Esq. Professional & Legal Officer