



**2018-2019**

## **BOARDS, COMMITTEES AND REPRESENTATIVES**

### **Membership Committee**

*Description:* The Membership Committee determines the eligibility of applicants for membership in the Society, recommends those qualified for membership, and plan/implement strategies to recruit new junior and full medical members.

### *Responsibilities*

- Create programs and “drives” to attract and recruit new members to the ASC, including a regional membership drive at the location of the Annual Scientific Meeting.
- Review membership applications and approve qualified applicants for ASC membership.
- Assess and recommend enhancements to the value of ASC membership.
- Monitor growth and attrition rates by membership category and suggest programs or strategies for recruitment and retention.
- Review and update as needed the membership marketing plan.
- Reach out to new cytopathology fellows through Program Directors to encourage membership.
- Reach out to new cytotechnology students and recent graduates to encourage membership.
- Host and develop a program for the First Time Gathering at the ASC Annual Scientific Meeting.

### *2018-2019 Initiatives*

- In collaboration with the Social Media Committee, develop creative ways to engage new members at the Annual Scientific Meeting.
- Recommend ways to increase involvement of pathology residents in the ASC.
- Review each membership category and determine target increases for each category.
- Conduct market research with potential members to identify activities that will broaden our share of the membership market.
- Reach out to previous Society members and develop strategies to address the most common reasons for dropped membership.
- Assist ASC staff in developing prospective member recruitment initiatives.
- Work closely and in tandem with the newly formed “International Membership and Liaison Committee”.

### **Membership Committee**

Kristen Natale DO, *Chair*, 2020

Guoping Cai MD, 2019

Huma Fatima MD, 2019

Diane Kowalski MD, 2019

Kasturi Das MD, 2020

Juliana DeLuca CT(ASCP), 2020

Nirag Jhala MD MIAC, 2020

Uma Krishnamurti MD, 2020

James Riding BS SCT(ASCP), 2020

Sarah Silber BS CT(ASCP)<sup>CM</sup>, 2020

Bonnie Choy MD, *Junior Ad Hoc Member*, 2019

Patty Huff, *Staff Liaison*