

Membership Issues – summary of discussion held at the CBMS Council Meeting on December 4, 2020

The shift to a greater online presence creates both challenges and opportunities. For those societies for which membership is largely generated or motivated by in-person gatherings, are you seeing decreased membership numbers, and, if so, how are you dealing with them? As our societies increase their online offerings, there are opportunities to both increase member engagement and to create on-ramps, free services that entice potential members to get more involved. What is being done? What is being planned? What is known about how such offerings are working to increase member engagement?

Cancelling conferences did lead to loss of membership as well as revenue. Free online conferences and webinars attracted a lot of new people. The issue is how to retain them and get them to join. AMATYC will be using its regional vice-presidents to reach out to non-members who participated in their virtual conference this past fall and using the [Higherlogic](#) platform to capture videos and discussions.

Multiple societies have or are considering tiered memberships. Reciprocity memberships are also practiced by some of the societies, most noticeably SIAM which offers a 30% reduction. BBA, WME, and TODOS have discussed this, but working out the logistics has turned out to be difficult.

[From David Bressoud: Ten years ago when I was MAA president, AMS, MAA, and SIAM discussed a discounted joint membership. This would be most attractive to people who already belonged to two or three of the societies. The logistics of how to do this fairly proved too difficult, especially when we realized from a membership survey that MAA would pick up few new member while losing revenue from those who already s. This led to SIAM going it alone with its own reciprocity offers.]