

ESA Membership Committee Report for 2012-2013

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The Membership Committee focused on five activities/charges in 2012-2013 to increase ESA membership and participation at meetings. Following is a brief overview of each activity/charge.

- 1) **“Each One, Reach One” membership drive** – campaign for current ESA members to recruit new members. Each recruiter receives a multi-port USB hub for their first recruit, and the recruiter’s name is entered for each additional recruit in a drawing for the grand prize (contest expires Nov. 1, 2014). Details of the campaign can be found at www.entsoc.org/EachoneReachone. The campaign resulted in 184 (140 student, 120 regular, and 16 early professional) of the 1,199 new members in 2013. As of Oct. 31, the total number of ESA members was 6,089, which is at an all-time record high for recent years.

Membership type	Number of new members in 2013 (as of Oct. 31)
Regular	315
Student	756
Student Transitional	1
Early Professional	124
Emeritus	0
Honorary	0
Family	2
Sustaining Associate	1
President Circle	0
Total	1,199

- 2) **Outreach Activities for Annual Meeting** – activities targeting K-12th graders were promoted at the annual meeting to expose the younger generation to the “world of insects”; 21 participants from three local universities and a museum participated as part of this year’s program.
- 3) **Review of membership categories** – the membership categories were thoroughly reviewed to determine whether expanding, reducing, and/or combining categories would likely lead to increases in new members and retention of current members. Substantial benefits of altering the membership categories were not identified; thus, the current membership categories will remain in place. Dr. Wiedenmann completed a thorough analysis of ESA members by category for the past six years and the results confirmed the value of the “Early Professional” category and the need to push these members through the membership cycle into regular members.
- 4) **Database of international societies**– a list of international societies and small colleges in the U.S. was compiled (ongoing process) to provide a list of targets for future ESA member recruitment activities. Several international societies were contacted and expressed interest in ESA and the potential for joint meetings.

- 5) **International trial membership models** – efforts were initiated in 2013 to promote and establish international participation in ESA through a “trial membership”; 77 Korean students, belonging to the Korean Society of Applied Entomology (KSAE), were recruited through this avenue in 2013. The Entomological Society of Japan (ESJ) will be sending a listing of their students for ESA membership in 2014.