

NSEA Board of Directors Membership Committee Report for the 2015 Delegate Assembly

Marsha Edquist, Millard, Chair

The Membership Committee is an NSEA standing committee consisting of Association members appointed by NSEA President Nancy Fulton, as well as staff members appointed by Executive Director Craig R. Christiansen. The committee is charged with developing an annual membership recruitment plan with activities and materials to recruit and retain membership numbers of Pre K-12 active potential members, Education Support Professionals, and Higher Education educators.

Topics discussed this year included: a review of the membership data for all NSEA categories; compliance data for each governance district; spring membership drives and promotion of continuing membership; and moving local associations to the Electronic Fund Transfer (EFT) dues payment process in response to the legislative threat to the current payroll dues deduction program. At the conclusion of our current cycle of EFT efforts, we anticipate having 67 percent of our locals and 60 percent of our members changed from payroll deduction to EFT.

The committee also discussed ongoing organizing projects around the state, including projects in Grand Island, Omaha, Lincoln, Millard and other Metro area schools. There are also organizing projects developed from our focus groups targeted specifically on Millennial membership planned or already under way in North Platte, Norfolk and Kearney, with plans for additional local projects to be developed.