

Membership Committee
Marina Garner, Hyannis, Chair

The association membership for 2017-18, including all affiliate groups, is approximately 28,000. NSEA active membership is 20,213. There are 768 higher education members, 451 Education Support Professional members, and 345 NSEA-R pre-retired members. NSEA-Retired membership is at 5,107. SEAN has 1,276 members. Of the active membership, 836 have self-identified as members of an ethnic minority on their enrollment form.

When NSEA active membership is looked at by generations, it breaks down like this: about 17 percent are Baby Boomers (age 56-73); 49 percent are Generation X (age 36-55); and 34 percent are Millennials (age 21-35).

Membership efforts have focused on recruiting new members. There have been a variety of targeted membership drives in locals with higher potential membership. Focus groups for non-members were done to determine reasons why they did not join. The most common reason non-members gave for not joining was simple: "Nobody asked me." It is important for all of us to make personal contact with non-members and invite them to join.

A threat to membership has been the potential loss of payroll deduction due to legislation. We have protected ourselves by moving dues collection to direct electronic funds transfer (EFT). Currently, most of our locals are on EFT or credit card payment.

Finally, our enrollment campaign this spring includes the new component of a significant dues reduction if the individual who has never before been a member joins during spring enrollment.