

Membership Report – 2020 November Board Meeting

Policy Governance, “Don’t MicroManage; define the end and certify the means were successful.”

MEMBERSHIP

I would like to give a shout out to Jenn Baker and her team for the fabulous work they do keeping this Board and Chapter Boards informed about Membership counts. While a single task may seem small and quick to complete, the many, MANY tasks Jenn and her team do for this organization accumulate into a very BIG job, indeed!

Thank you for all you do!

1. Membership:

Overall active membership has dropped by roughly 40 members over the past 12 months; not entirely surprising to this Chairman. Covid 19 brought significant change – change in our business dealings, change in our personal life. With the loss of “in-person” education, I’m not at all surprised some individuals no longer *perceive* a “value” of membership in a professional association whose main drive in the past has been “in-person” networking and education.

With that being said, in September, October and November 2020 CSTC gained 60 new members.

Is it possible that our new Virtual Meeting format – first introduced in June with The Academy – is being perceived as a NEW “value” to becoming a CSTC member?

Without formal research we can only speculate as to why there’s been a significant jump in membership recruitment – but I *choose* to speculate our virtual format is helping CSTC reach a sector of tax professionals we have been striving to reach for over a decade.

Which brings me to another shout out – this time to the 2020 CSTC Member of the Year – Linda Dong. Thank you Linda, Rod, Jenn and all who worked diligently with you to make virtual education a reality. I believe we will continue to see CSTC grow with this new offering.

2. Marketing:

No report as of November 13, 2020

Respectfully submitted,

Jen Horton, Society 2nd VP Membership