

Membership Report - May 31 2020

Committee Activities

In the past quarter, The Membership committee has been active in a number of areas.

A strategy discussion was held in mid May to review issues re our 1969-1990 target group recruitment drive (see attached minutes)

We have done an analysis of the magnitude of doing a search for former cadets of the 1969-1990 era. It would appear that the number of cadets is approximately 1500 - based on our nominal list records (see attachment). We have recruited finders for a number of years and a few for individual NRDs - a two pronged approach. Each has been provided with a "Search Tips" document.

A "Count Yourself In" poster has been developed - with Ross' help - that can be emailed to prospects identified by finders and others. It directs prospects to the website and asks for tombstone details to get them counted in (see attachment).

A "Count You In" advertisement has been prepared and will run in the June edition of the NAC Starshell Magazine.

Glenn Davidson - and Graham - have had several conversations with RADM Jennifer Bennett about membership engagement and other issues.

We have done a small survey of a dozen late 1970 and early 1980 former cadets to solicit their reasons for signing up during the Malahat search prior to the 2018 reunion. Five of their responses are attached. Fellowship was a strong reason.

Lastly, further work has been done to complete the "Summer Training Narrative" for the 1969-71 ROUDP Collections for the Publications Section of the website.

Help Needed

1. Progress has slowed on finding "finders" for yearly and NRD searches. The search analysis report that is attached suggests NRDs that can be taken on by various directors. Building the contact list should be viewed as a regional responsibility by all of us.

RLC