



# Membership: Recruiting and Retention the OPRN Way

OPRN Membership Committee

# OPRN Membership Committee



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**Jessica  
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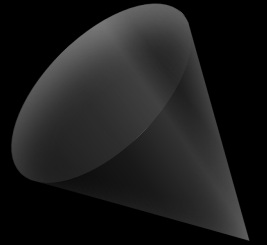
# Overview of OPRN Membership Committee

## WHAT OUR COMMITTEE IS RESPONSIBLE FOR

- Recruitment
- Membership Operations
- Member Appreciation

## MEMBERSHIPS THROUGH THE YEAR

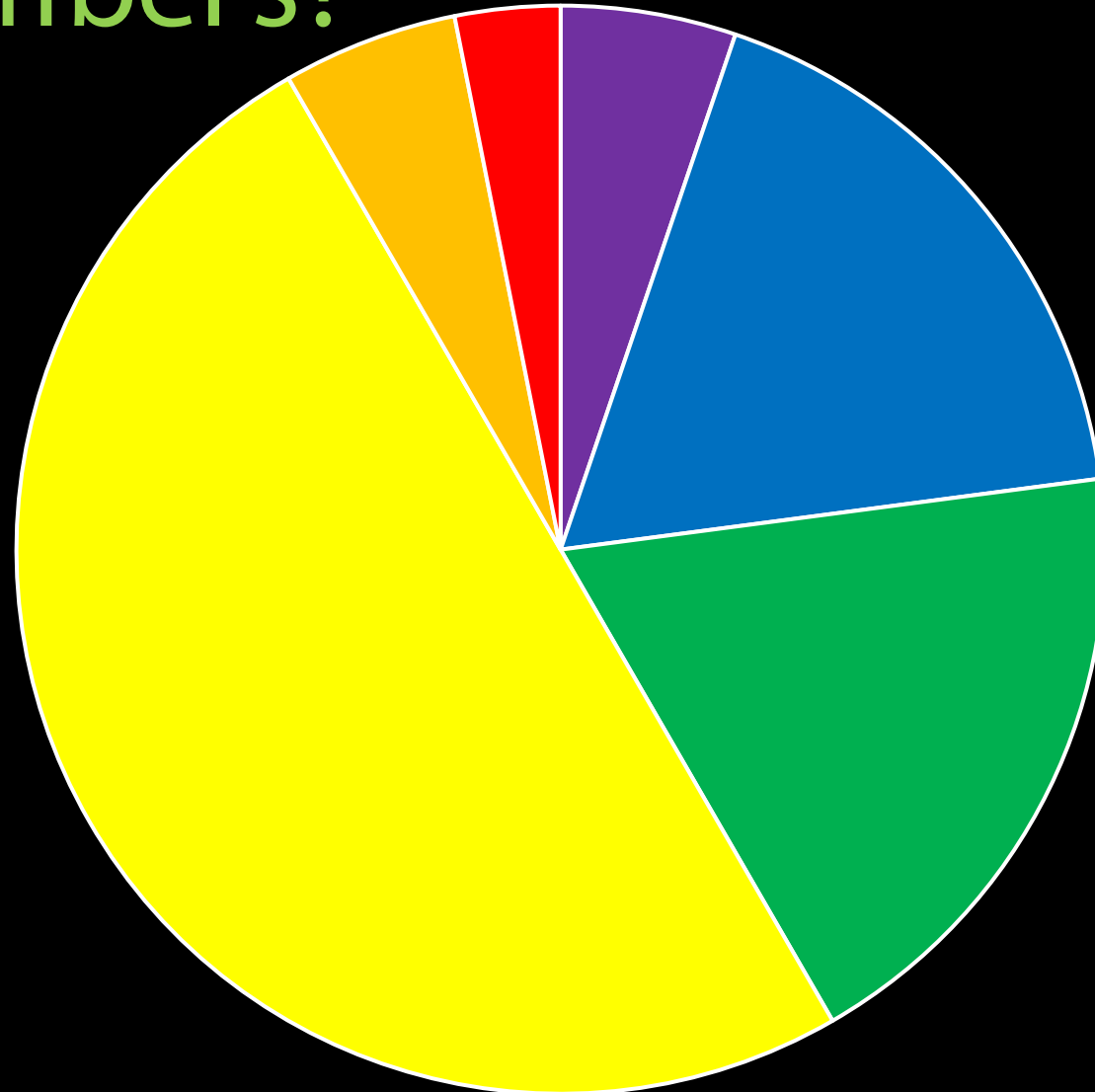
- 2023 YTD: 96
- 2022 Final: 99
- 2021 Final: 97
- 2020 Final: 90



# Who are our members?

## TYPES OF ORGS

- Healthcare
- Higher Education
- Art and Culture
- Social Services



Arts & Culture

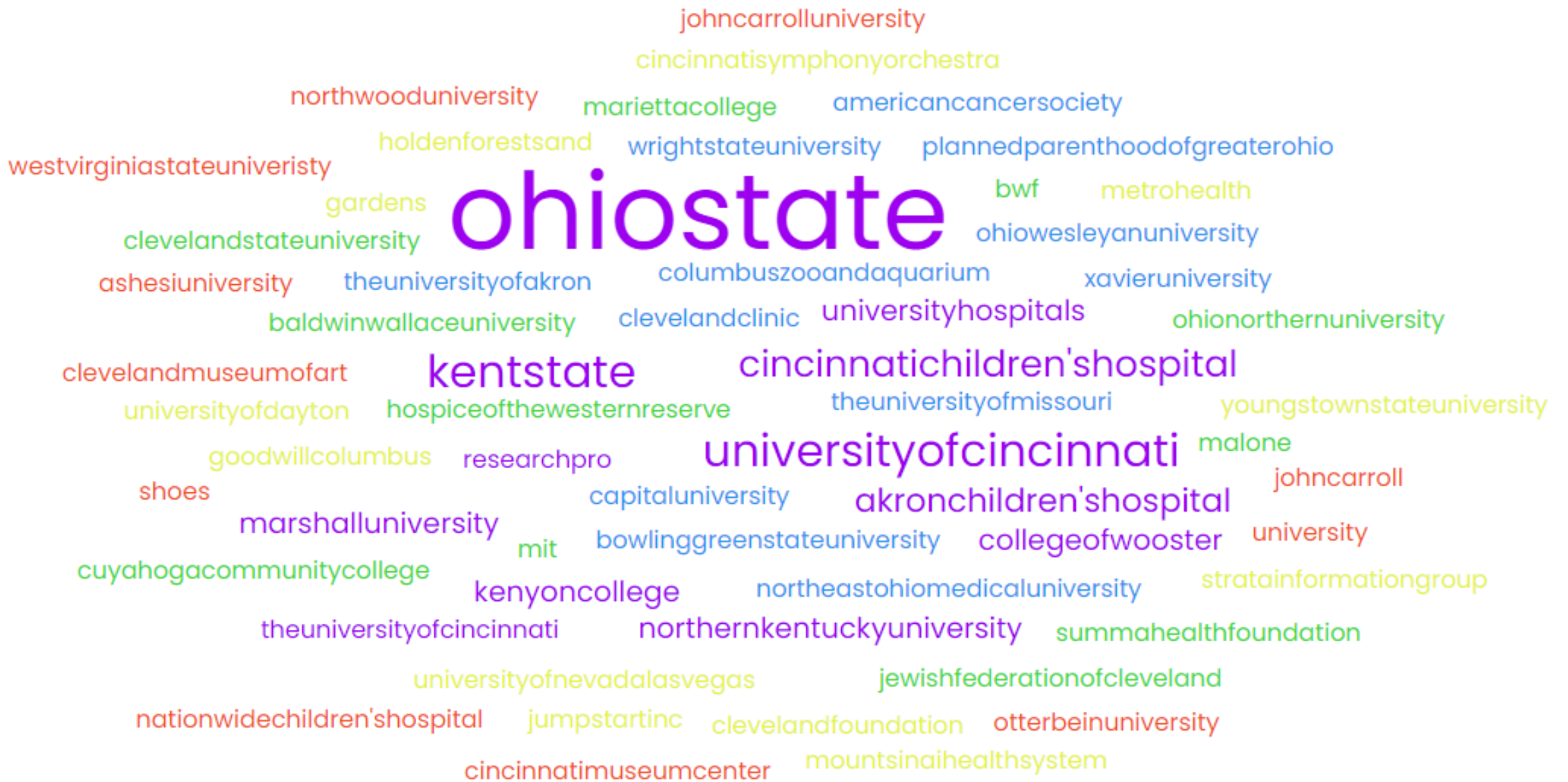
Healthcare

Private Higher Ed

Public Higher Ed

Social Services

Other



# Recruit Members



- List of all Apra members that note Ohio as their home state
- Scholarships for membership; outside of the conference, chapter membership includes everything else
- Scholarships/grants for regional requests
- Non-members that register for events
  - Conference (handwritten letters)
  - Roundtables (personalized emails)

# Scholarship

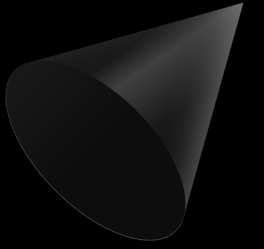
— Opportunities

REGISTRATION

# Retain Members



# Adding Value to OPRN Membership: More Than Just a Conference Discount



- Webinars
- Roundtables
- Technical Workshops
- Templates on website for members only
- Networking events
- Branded Gifts
- Try to have one touchpoint per month
- Free job postings
- Regional get togethers
- Mentorship program
- Scholarships
- Weekly External Webinar List
- DEI Resources
- Book Club
- Directory
- Get Together at APRA Conference
- Listserv
- Member Spotlight



# Thank A Member Event

- Started as Alternative to Holiday Event
- Impact of Pandemic
- Focus on Unique Content
- Member Gifts/Prizes

The image features the words "Thank You" written in a large, elegant, cursive script. The text is a vibrant yellow-gold color. The word "Thank" is on the top line, and "You" is on the bottom line. The letters are thick and have a slight gradient. Scattered around the text are several small, five-pointed stars of the same color, adding a celebratory and appreciative feel to the message.

# Thank You

Feel free to send follow up questions to  
[membership@oprn.org](mailto:membership@oprn.org)

