



Annual Report of the Membership Committee for FY2025

Submitted by Alex Manda, Committee Chair

Committee members:

Alex Manda (Chair)
Kim Cheek - GER division representative
Becca Walker - Geo2YC representative
Kitri Spencer
Mike Phillips
Anne Egger
Katherine Ryker
Mitchel Bender-Awalt

Executive summary

The NAGT Membership Committee focused its efforts in FY25 on member retention and engagement. Key initiatives included organizing a Fireside Chat and an Email-a-Thon to re-engage lapsed members, as well as outreach to NAGT leadership to connect interested individuals with opportunities across the organization. While these efforts strengthened internal engagement and welcomed a new student member to the committee, challenges remain in reversing the trend of declining membership.

Detailed report

Goals for committee work and progress towards them

Enhance Member Retention

Progress: Hosted two major events—the Fireside Chat and the Email-a-Thon—to engage current and lapsed members. These events provided opportunities for dialogue and direct outreach, encouraging renewals and fostering a sense of community.

Support Member Recruitment

Progress: Developed and implemented strategies aimed at attracting new members. Reached out to NAGT section, division, and committee leaders to connect interested individuals with roles and activities within the organization.

Strengthen Committee Representation

Progress: Welcomed a new student member to the committee, enhancing diversity and representation.

Goals and planned committee work in the next year and beyond

Evaluate and Refine Recruitment Strategies

Analyze the effectiveness of past recruitment efforts and explore new approaches to attract a broader audience.

Expand Retention Initiatives

Build on the success of the Fireside Chat and Email-a-Thon by developing additional engagement events and personalized outreach campaigns.

Address Membership Decline

Investigate reasons for member departures and develop targeted strategies to reduce attrition.

**Increase Visibility of Committee Work**

Share outcomes and opportunities more broadly across NAGT platforms to raise awareness and encourage participation.

Strengthen program alignment with the Executive Office

Collaborate closely with the Executive Office to identify opportunities where the Membership Committee can actively support and enhance member-driven initiatives through targeted activities and shared goals.