

MEMBERSHIP

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MEMBERSHIP

I. ADMINISTRATIVE

A. Sale of E-mail Addresses (In accordance with APTA's Policy shown below)

DISSEMINATION OF MEMBER ELECTRONIC MAIL ADDRESSES BOD Y11-03-08-25 [Policy]

Electronic mail (email) addresses of American Physical Therapy Association (APTA) members collected by APTA shall be used exclusively by APTA national for the dissemination of information about association business and activities. APTA components shall use e-mail addresses of their members exclusively for dissemination of information related to business and activities within their component.

Neither national nor components of APTA shall provide members' email addresses to any individuals or external organizations except as authorized by the APTA Board of Directors and exclusively for the exchange of information related to association business and activities.

Neither the national headquarters nor components of APTA shall provide members' email addresses to component organizations to which the members of the list do not belong.

B. Facebook.com Group Page

The membership committee will be responsible for maintaining and monitoring a "Facebook.com group page." This group will be utilized to allow a forum for Section members and nonmembers to discuss and collaborate on topics of their choice and to promote and educate Facebook group members on Orthopaedic Section benefits and resources. Facebook will also allow a method for the Section to electronically contact group members for any purpose that the Section finds suitable. Content should not be posted to this group by the Section, its Special Interest Groups, or Committees that has not already been released to membership through another method. In addition, any materials that are found to be inappropriate will be immediately removed. The Facebook group is not meant to replace other Section methods of communication, but serve only as an adjunct-benefit for both Section members and nonmembers.

II. RETENTION OF CURRENT MEMBERS

A. New Member Contact:

- i. The Orthopaedic Section's preferred method of contacting current or prospective new members will be in the following order: electronic communication, United States Postal Service (USPS), facsimile, telephone.
- ii. New members who have an e-mail address will be e-mailed the Orthopaedic Section web site link in the new member information.
- iii. New members who do not have an e-mail address will be sent a new member packet within 3 weeks of joining.

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B. Communication of Membership Value:

- i. Up-to-date information about what the Orthopaedic Section is doing for its members will be maintained on the Orthopaedic Section website.
- ii. Information concerning JOSPT, OTPP, continuing education opportunities, mentoring programs, the bulletin board, chances for involvement, and our SIG's will be included in all communications with new and recently renewed members.

III. RECRUITMENT OF NEW MEMBERS

A. Promotion of Section to Non-members:

- i. Create and maintain an up-to-date brochure describing the benefits of Section membership and distribute to attendees at national conferences and continuing education programs sponsored by the Section.
- ii. A presentation concerning the benefits of Section membership will be created and maintained on the Section website.
- iii. PowerPoint slides describing the Section and benefits of membership will be created and used at the beginning of presentations given by Section sponsored speakers at various events.

B. Student Recruitment:

- i. New Graduates will be recruited to give presentations promoting the Section to local physical therapy and physical therapist assistant students and in return receive a 50% reduction in Section dues according to the New Graduate Return to School Program.
- ii. The Section will maintain an active presence at the National Student Conclave.

C. New Graduate Recruitment:

- i. New graduates will be contacted within 2 months of leaving student Section member status welcoming them and inquiring into their interest for involvement in Section endeavors.
- ii. A new graduate will be appointed to a three (3) year term on the Membership Committee with a new individual rotating on at the end of each term.

D. New Graduate Return to School Program:

A 50% reduction in membership dues will be offered to those new graduates who choose to give a presentation to their physical therapy school about their experiences as a new graduate and how the Orthopaedic Section has helped them.

How the Program will work

The Membership Committee will identify 2nd and 3rd year physical therapy students and New Professionals who will agree to return to their school as new graduates and give a presentation about their transition from student to graduate and how being a member of the Orthopaedic Section has helped them. The new graduate will prepare part of the presentation and part will be provided through the Orthopaedic Section. The new graduate will have the opportunity to present this information to students in his or her school within the first five years he/she is out of PT school.

An e-mail from the PT school instructor will be sent to the Section office from their University e-mail account stating that a presentation was given prior to a 50% reduction in Section membership fees is granted. A new professional is eligible to receive an annual dues reduction twice within the first 5 years after graduating from PT school.

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Dues reduction of 50%

After all submissions (from above) have been received at the Orthopaedic Section office, the office will grant the 50% reduction in dues for one year only. The dues reduction will begin at the new graduate's earliest APTA renewal deadline. The Orthopaedic Section will verify that the new grad has renewed his dues with the APTA and the Orthopaedic Section. The Orthopaedic Section will then refund the new graduate for 50% of his Orthopaedic Section dues for that year only.

IV. GROWTH OF THE ORTHOPAEDIC SECTION

A. Promote Section Leadership:

- i. Leadership opportunities will be promoted and advertised to all Section members on the Section's website.
- ii. The mentoring program will be promoted through OPTP and through various contacts with new and current members.
- iii. A search for new graduates and enthusiastic members willing to volunteer for various positions within the Section will be ongoing.
- iv. A list of mentors for individuals who have identified an interest in Section leadership will be developed and maintained by the Section Office.
- v. A leadership area on the website will be developed and maintained.

B. Student Involvement:

One PT/PTA student will be included on the Section Membership Committee each year

C. Diversity:

At least one minority member will be actively recruited for participation on each Section committee.

V. MONITORING MEMBERSHIP SATISFACTION

A. Survey:

- i. Survey members through e-mail and Section web site annually or on as needed basis as determined by the Board of Directors and/or Membership Chair, to measure membership satisfaction, obtain suggestions, identify members willing to increase their involvement, and assess the best methods of communication with members.
- ii. Formal surveys will be conducted every other year, or when information is needed. Surveys will be conducted to measure membership satisfaction, obtain suggestions, and identify members willing to increase their involvement. Surveys will always be mindful of the value of our members' time and will always serve a purpose.

B. Communication with Chapters, Sections, and Students

- i. The Section office will send an e-mail blast to all Chapter Liaisons at the beginning of each month containing the most recently approved Board of Directors Meeting Minutes,

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- 1 Osteo-Blast, and any other pertinent information as directed by the Section President
2 with advice from the Membership Chair and Practice Chair.
- 3 ii. A member of the Membership Committee will attend the membership
4 recruitment/retention roundtable session conducted at CSM.
- 5 iii. The Membership Committee will communicate with a representative of the APTA
6 Student Assembly BoD on a monthly basis to determine how the Section can further
7 meet the needs of PT/PTA students.

8 9 C. Monitoring Membership Activities

- 10 i. Monthly audits of Section PT, PTA, and PT/PTA student membership numbers will be
11 conducted.
- 12 ii. Monthly audits of bulletin board discussions will be conducted
- 13 iii. Audits to determine the success of our mentoring programs, student and new graduate
14 recruitment initiatives and lapsed membership inquiries will be conducted and assessed
15 as appropriate.

16 17 18 VI. MEMBERSHIP COMMITTEE OPERATIONS

19 A. Membership Committee Chair Development

- 20 i. In the final year of the out-going Chair's term, a New Professional will be identified by
21 Section leadership as Membership Vice Chair.
- 22 ii. The out going Chair shall mentor the incoming Chair into the role during the remaining
23 time of his/her term.
- 24 iii. The Membership Chair shall attend the Membership Roundtable Meeting at CSM and
25 any other meetings that may be developed by APTA specifically for Membership
26 Chairs and member recruitment/retention.
- 27 a. If the Chair cannot attend s/he should attempt to have another Membership
28 Committee Member attend.

29 B. Membership Committee Member Development

- 30 i. The Membership Chair shall attempt to maintain a full committee (6 Members + 1
31 Chair + 1 Student) through transitioning new committee members into vacant and
32 opening Committee positions, seeking individuals of diverse clinical experience,
33 practice setting, and ethnicity.
- 34 ii. Potential Membership Committee Members shall be directed by Section Leadership and
35 Staff to the Membership Chair for discussion of responsibilities/commitments.
- 36 iii. The Chair shall nominate prospective committee members by submitting a motion to
37 the Board of Directors including the Nominee's curriculum vitae and a support
38 statement.

39 C. Membership Committee Communication

- 40 i. Communication of the committee will take place primarily through email, but may
41 occasionally take place via conference call. The Membership Chair may set-up a
42 schedule and arrangements for conference call through the Section office in advance.
- 43 ii. Communication will be on an as needed basis when projects and initiatives arise

44 D. Membership Chair Communication to Section Board of Directors

- 45 i. Primary communication to the Board of directors will occur electronically through the
46 designated Board liaison.
- 47 ii. Any points of action from the committee should be presented as a motion to the Board
48 of Directors to be discussed at their next Board Meeting.

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- 1 iii. The Membership Committee Chair will attend the Board of Directors meeting annually
2 at CSM, the Membership Roundtable Meeting at CSM annually, the Orthopaedic
3 Section Strategic Planning Meeting (currently every 3 years), and any additional
4 programming developed by APTA for Membership Chairs.