

MEMBERSHIP

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MEMBERSHIP

I. ADMINISTRATIVE

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

6 BOD 11-03-14-47 Dissemination of Member Electronic Mail Addresses
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DISSEMINATION OF MEMBER ELECTRONIC MAIL ADDRESSES BOD 11-03-08-25 (Program 05)

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10 *It is the policy of the APTA Board of Directors that:* Electronic mail (email) addresses of
11 American Physical Therapy Association (APTA) members collected by APTA shall be
12 used exclusively by APTA national for the dissemination of information about association
13 business and activities. APTA components shall use e-mail addresses of their members
14 exclusively for dissemination of information related to business and activities within their
15 component. Neither national nor components of APTA shall provide members' email
16 addresses to any individuals or external organizations except as authorized by the APTA
17 Board of Directors and exclusively for the exchange of information related to association
18 business and activities. Neither the national headquarters nor components of APTA shall
19 provide members' email addresses to component organizations to which the members of the
20 list do not belong.
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22 *Exception:* For research studies in which an approval letter from an Institutional Review
23 Board (IRB) along with a brief summary of the research project is received by the Section
24 office. The office will then forward this information on to the Research Committee for
25 review with a recommendation to the Board of Directors.
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II. RETENTION OF CURRENT MEMBERS

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30 A. New Member Contact Policy:

- 31 i. The Orthopaedic Section's preference for contacting members or prospective new
32 members will be in the following order: electronic communication, USPS, facsimile,
33 telephone.
34 ii. New members who do not have an e-mail address will be sent a new member packet
35 within 2-3 weeks of joining.
36 iii. New members who do have an e-mail address will be e-mailed the Orthopaedic Section
37 web site link to the new member packet information.
38 iv. New Members will be contacted 3 months after joining asking if their expectations of
39 the Section have been satisfied.
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- 41 B. Renewal Reminder Policy:

- 42 i. Current members will be contacted 60 days prior to expiration of membership.
43 ii. Welcome back letter of thanks and inquiry into participation will be sent within 4 weeks
44 of renewal.
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- 46 C. Communication of Membership Value Policy:

- 47 i. Maintain up-to-date information about what the Orthopaedic Section is doing for its
48 members on the Orthopaedic Section's website.
49 ii. Include information concerning JOSPT, OTP, continuing education opportunities,
50 mentoring programs, the bulletin board, chances for involvement, and our SIG's in all
51 contacts to new and recently renewed members.

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1 iii. Act as liaison between the Section and State Chapters for membership activities.

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3 D. Assess Membership Needs Policy:

- 4 i. Survey Section members biennially by e-mail and with written surveys at CSM to
5 ensure the Section is meeting member's expectations.
6 ii. Maintain contacts with chapter representatives on a monthly basis to the Section
7 concerning current member concerns and expectations.
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10 **III. RECRUITMENT OF NEW MEMBERS**

11 A. Promotion of Section to Non-members Policy:

- 12 i. Create and maintain an up-to-date brochure for attendees of national conferences and
13 continuing education sponsored by the Section.
14 ii. Create and maintain a presentation concerning the benefits of Section membership that
15 is available on the website to view and download.
16 iii. Create and maintain a few power point slides that can be placed at the beginning of
17 presentations given by Section sponsored speakers at various events.
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20 B. Student Recruitment Policy:

- 21 i. Develop and maintain a presentation promoting the Section for use by PT/PTA schools.
22 ii. Recruit Section members, preferably new graduate Section members, to give
23 presentations promoting the Section to local physical therapy and physical therapist
24 assistant students.
25 iii. Maintain a Section presence at the National Student Conclave.
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27 C. New Graduate Recruitment Policy:

- 28 i. New graduates will be contacted within 60 days of leaving student Section member
29 status welcoming them and inquiring into their interest for involvement in Section
30 endeavors.
31 ii. Maintain one new graduate on the Membership Committee at all times.
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33 D. Contact of Recently Lapsed Members:

- 34 i. Communicate with lapsed members 60 days after their renewal date to reinforce the
35 renewal message.
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38 **IV. GROWTH OF THE ORTHOPAEDIC SECTION**

39 A. Promote Section Leadership:

- 40 i. Advertise leadership opportunities to all Section members on the Section's website.
41 ii. Promote the mentoring program through OPTP and through various contacts with new
42 and current members.
43 iii. Maintain a search for new graduates and enthusiastic members willing to volunteer for
44 various positions or endeavors.
45 iv. Develop and maintain a list of mentors for individuals who have identified an interest in
46 Section leadership.
47 v. Develop and maintain a leadership area on the website.
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50 B. Student Involvement Policy:

- 51 i. Maintain one PT/PTA student on the Section Membership Committee at all times

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2 C. Diversity Policy:

- 3 i. Recruit and maintain one minority member for each Section committee.
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6 **V. MONITORING MEMBERSHIP SATISFACTION**
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8 A. Survey Policy:

- 9 i. Survey members through e-mail and through the Section website to examine if the
10 Section is meeting member's expectations.
11 ii. Formal surveys will be conducted every other year, or when information is needed.
12 Surveys will only be conducted to measure membership satisfaction, obtain
13 suggestions, and recognize those members willing to increase their involvement.
14 Survey's will always be mindful of the value of our members' time and will always
15 serve a purpose.
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17 B. Communication with Chapters, Sections, and Students

- 18 i. Monthly communication with a representative of each chapter will be conducted to
19 evaluate specific needs that have not been discovered through surveys.
20 ii. A member of the membership committee will be in attendance at all national conference
21 membership recruitment/retention roundtables conducted for each APTA Section and
22 Chapter.
23 iii. The membership committee will communicate with a representative of the APTA
24 Student Assembly BoD on a monthly basis to determine how the Section can further
25 meet the needs of PT/PTA students.
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27 C. Monitoring Membership Activities

- 28 i. Monthly audits of Section PT, PTA, and PT/PTA student membership numbers will
29 be conducted.
30 ii. Monthly audits of bulletin board discussions will be conducted
31 iii. Audits to determine the success of our mentoring programs, student and new
32 graduate recruitment initiatives, lapse membership inquiries will be conducted and
33 assessed as appropriate.
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