

ARMA Calgary Chapter
Membership Director's Annual Report
July 1, 2019 – June 30, 2020

Membership numbers held steady through Q3 & Q4 of 2019 and Q1 of 2020. Membership numbers saw a drop of 12 individuals in Q2 of 2020, attributed to market conditions and impacts of COVID-19 on employment and resources.

As of the June 1, 2020 Membership stands at 119.

Activities Completed

- Welcomed New Members to the ARMA Calgary Chapter
- Answered queries from Members relating to their membership with ARMA Calgary Chapter.
- Attended majority of monthly Board Meetings, contributing to discussions on membership growth strategies, marketing and promotion opportunities.
- Facilitated information sessions for SAIT LIT students together with Angela Burns highlight the benefits of membership and value of volunteering with the Chapter Board.
- Developed and issued a membership engagement survey, together with student volunteers. Feedback is being acknowledged and incorporated into communications, marketing and events programming for the coming year.

**It has been an honour to serve the chapter membership these past 2 years. It has been an invaluable experience and I encourage everyone to participate with the board, either a voting member or committee member.
Thank you.**

Respectfully submitted by Jane Baker