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