2021 PSG Membership Report
8 February 2021

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Current membership status

By the end of the year in 2020, membership increased from 384 (end of the previous calendar year) to 473 (23.2% growth). New and renewed memberships doubled in 2020 (45 new and renewed memberships in 2019). In December 2020, Jenn Urmston and Stephanie Loredo took over as membership co-coordinators for Emma Kelsey. The HELPS program was established to aid memberships allowing 21 individuals to become members or continue their memberships (6 student and 15 individual memberships; as of 2/6/2021). Currently, we have 532 total active members (Figure 1). Thus far in 2021, there are 59 new and renewed memberships (Figure 2). Membership representation by research region is highest from Washington and Oregon, however, a large number of memberships remain without a specified region (Figure 3).

Items in progress:

- Incorporation of HELP recipients (ongoing)
- Updating Membership Handbook- Emma started this but it is a continued effort
  - Need to incorporate items that have come up and have been resolved
- Updating automatic emails in CVENT and contact information on the website
- Merging duplicate memberships
- Updating member profiles to match the correct region to their mailing address
- Automating report statistics, tables, and figures in R

Issues encountered

- Learning how to use CVENT and how to solve issues that arise with memberships (difficulties registering, refunds)
- Members without a region affiliation
  - Need to generate an email to have member update their profiles
- Some confusion with downloading reports
  - Include solutions in the handbook
- Grouping of “S. California, Latin America, HI” region is problematic for addressing the representation from Latin America

Opportunities/Challenges (Both)
- Increase member visibility:
  - Highlight members by their membership type on social media/website quarterly: Fall (lifetime), Spring (early-career scientists), Summer (students).
- Increase membership from Latin America and Asia
  - Expansion of HELPS program
  - Allow group memberships (labs, offices, small institutions, non-profits in Latin America and Asia)
- Increase membership of financially-disadvantaged minority groups (Black, Latinx, and Indigenous)
  - Expansion of HELPS program
  - If possible, provide free membership for a short period of time for a boost
- Increase student membership
  - Periodic reminders about discounted pricing on social media
- Re-engaging lapsed members
  - Find out why lapse members have not renewed their membership and address accordingly
    - Send a survey out to listserve
- Provide assistance for retirees/senior citizens
  - Offer discounted pricing for a 2-year or 5-year membership

**Figures and Tables**

![Active PSG Memberships](image)

**Figure 1.** Number of active (new and renewed) PSG memberships by membership type as of February 6, 2021.
Figure 2. Number of active (new and renewed) memberships by membership type in 2021 alone.

Figure 3. Number of members by region (176 members do not have region specified on their profile).