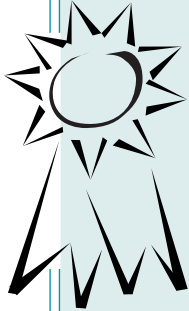


Thank you to all the ASPRS regions that participated in the Region of the Month contest.



**AND THE
WINNER FOR
DECEMBER
IS THE...**

MID-SOUTH REGION

The Mid-South Region sponsored 21 new members during the month of December.

In recognition of their commitment to the Society, they receive the following:

- A certificate from ASPRS acknowledging their work in membership recruitment.
- ASPRS Buck\$ vouchers valued at \$50 to be used toward merchandise in the ASPRS Bookstore.
- This special recognition in this issue of *PE&RS* of their designation as "Region of the Month," a true display of their commitment to the Society.

Bravo!!

Mid-South Region

This is an ongoing regional recruitment campaign. We hope other regions will be listed here in future months.

ASPRS to Conduct Membership Marketing Survey

In response to an action taken by the ASPRS Board of Directors at their meeting in September 2004, ASPRS is beginning a review of all member benefits in an effort to attract more members to the Society. In addition to an in-depth review of all current products and services offered by the Society, we will be conducting a random membership survey of current members, past members, and potential members in order to answer the important question of, "What programs, services and overall membership value proposition will entice new members and reverse the declining membership trend?"

To help us, ASPRS has hired McKinley Marketing, Inc. (McKinley) to assist in planning and executing a research project that will include current members, lapsed members and prospects. We will use a combination of qualitative and quantitative research instruments including focus groups at our Annual Conference in Baltimore in March, along with electronic surveys, and telephone interviews. After collecting all relevant data, McKinley's staff will analyze it, identify themes and report findings to ASPRS, and they will devise solid recommendations and a plan for how ASPRS can best apply the findings to strengthen the organization.

Much of the survey will explore:

- Motivations to join ASPRS and become involved in the organization
- Experiences as a ASPRS member
- Perceptions and opinions on certification, including factors affecting the decision to become certified
- Feedback on ASPRS services including products, programs and publications
- Usage and usefulness of the ASPRS website
- Attendance and perceptions of ASPRS conventions and meetings

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- Participation, perceived value, delivery mechanisms, etc. of ASPRS education and certification programs
- ASPRS customer / member service
- Critical issues and unmet needs
- Member demographics
- Opinions and interactions with Regions and Student Chapters.

We hope that all members who are contacted to participate in one of the surveys will take the time to give us their thoughtful responses to these questions. This is an important step for the Society in focusing our future direction and for giving the best value to those seeking a home in our professional association. Each person's perspective is crucial to the success of this project.

This is the month to vote for a new ASPRS Vice President and several Assistant Division Directors. Ballots are in the mail. When your ballot arrives, please review all of the candidates and cast your votes.

1. After marking your choices on the ballot, place it in the self-addressed envelope marked Election Ballot.
2. After sealing the envelope, **write your full signature on the back of the envelope.**
3. Return the ballot to the Society's office by **Monday, February 14, 2005.**



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PECORA 16

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