

UC Davis Emeriti Association
Membership Committee
2014-15 Year-End Report

The current (and comparative) status of our membership is summarized below.

	2013-14	2014-15
Annual members	114	84
Associate members	69	81
Lifetime members	276	306
Total members	459	471

This past year, we attempted to boost our membership numbers by making a direct appeal to a specific cohort of our emeriti population, those who are relatively recent retirees (e.g., the past 3-4 years). This seems to have been moderately successful and we plan to identify other cohorts and use this approach again in the coming year. In this instance and in our renewal letters to annual members, we encouraged people to choose the lifetime membership rather than the annual membership. This also seems to have been fairly successful.

Additionally this past year, we have made a focused effort to cultivate a larger membership and increased participation in the emeriti cohort from the UC Davis Health System. An ad hoc Health System membership committee has met three times during the year to develop a proposal and start a program of some kind that might attract the emeriti from the Sacramento campus. The Health System leadership agrees that this proposal should be pursued, but thus far there has not been much tangible support. We will continue to

Respectfully submitted,

John L. Vohs
Membership Chair
UC Davis Emeriti Association