

YEAR END REPORT 2009-2010  
OHIO FOREIGN LANGUAGE ASSOCIATION  
Report of Membership Vice-President  
Teri Wiechart  
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The primary goal for this year's membership committee has been the implementation of the new online database. It was launched on December 15, 2009 and is being used for membership and event registration. This was accomplished with the help and support of the Vice President for Publications, Cheryl Johnson.

The advantages to having the data stored at a remote site are many.

- Data that is stored online is not as susceptible to corruption and destruction.
- Data is available to Executive board members who have a need, without having to contact the membership Vice President each time.
- Data can be accessed at any location with available Internet access, making it more useful for all who have questions at any time.
- Members can change data whenever they have a need.
- Conference registration has been simplified as the Meeting Connection can determine immediately whose membership is current and whose needs to be paid.
- Registrations of new and renewing members only need to be entered into the database one time, thus eliminating hours of work post-conference keying the data into the membership computer.

The future holds many more conveniences using this online system, including registration for regional professional development opportunities, registration for Camp OFLA and summer invoicing of membership renewals. In the past invoices were printed and mailed at great cost in time and money. This year, much of the notification will be done online, with mailings only to those without email and those who have not responded by mid-summer.

The next aspect to be accomplished is to have the membership become comfortable and willing to use the database. Membership cards were printed with access information for each member. Laptops have been available at the conference, so members can check the accuracy of the data and learn how to renew memberships. It is an ongoing process of working out the details and the bugs of the new system.

The second goal was to help President Fred Toner's goal of 2010 members in 2010. The membership committee of Beth Hanlon created an online survey of why colleagues do join or do not join OFLA. From this data, Beth created a document to be duplicated and distributed to non-member colleagues. Though the goal was not met, 220 new professional and student memberships have been added since August 1, 2009.

Norma Guice of Shaker Heights High School won the raffle for one free year of membership for renewing early.

CURRENT MEMBERSHIP DATA*		HISTORIC MEMBERSHIP DATA	
Associate Members	90		
Student Members	136	April, 2009	1731
Joint Members	18	April, 2008	1520
Lifetime	46	April, 2007	1542
Direct Pay Professional	609	April, 2006	1515
OEA Professional	690	March, 2005	1597
Emeritus	<u>1</u>	March, 2004	1750
TOTAL	1559*		

\*This includes all paid registrants for conference as of 4/01/2010. There are also 29 new/renewing members with pending conference registrations not included.