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3 Title: MSMS Committee on Membership Recruitment and Retention
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5 Introduced by: Narasimha Gundamraj, MD, for the Barry, Ingham, Jackson, Kent, Saginaw,
6 and Wayne County Delegations
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8 Original Author: Narasimha Gundamraj, MD
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10 Referred To: Reference Committee C
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12 House Action: **APPROVED AS AMENDED**
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15 Whereas, MSMS was established in 1866 as a professional membership organization with
16 the purpose of bringing together ethical, licensed, Michigan physicians, and
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18 Whereas, MSMS has the responsibility of collecting and disbursing membership dues on
19 behalf of its component societies, and
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21 Whereas, the MSMS Committee on Membership Recruitment and Retention, composed of
22 MSMS staff, component society leaders, and component society staff, used to meet regularly to
23 collaborate with MSMS staff on membership recruitment and retention activities but was
24 disbanded several years ago, and
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26 Whereas, the elimination of the MSMS Committee on Membership Recruitment and
27 Retention led to the loss of component society input on the membership recruitment and retention
28 plans and processes for their own members, and
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30 Whereas, MSMS refocused membership resources on large group membership solicitation
31 activities over the past several years, and
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33 Whereas, MSMS and its component societies have continued to lose members over the past
34 few years, including several large groups, and
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36 Whereas, after group membership has lapsed, current MSMS policy is that individual
37 members must renew at the full dues rate unless exception is granted by the MSMS Board of
38 Directors under pilot program authority, and
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40 Whereas, recruitment efforts for regaining a majority of these individual members back
41 have not been successful, and
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43 Whereas, this loss of membership, on a proportional basis, has even more severely
44 impacted the operating budgets of the individual component medical societies; and
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46 RESOLVED: That MSMS re-establish the Member Committee with the following criteria:
47 a. Committee meetings to occur no less than six times a year quarterly;

- 48 b. Committee membership to be composed of MSMS leadership and staff, as well as members
49 from a diverse not more than one leader and one staff member from each of the component
50 societies for which MSMS is responsible for collecting dues;
- 51 c. The Committee is to have a significant role in developing and adjusting the annual membership
52 recruitment and retention plan; and
- 53 d. The Committee is to develop a membership report for the 2023 MSMS House of Delegates that
54 includes dues rates from other state and county medical societies for all membership categories to
55 determine if a new dues rate structure is needed; state and component society membership
56 benefits to determine if changes or enhancements are needed; the short- and long-term impact of
57 COVID-19 on membership; and any other significant membership information that the Committee
58 requests; and
- 59 e. The Membership Committee, once established, can determine the criteria for membership and
60 meeting regularity.

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63 WAYS AND MEANS COMMITTEE FISCAL NOTE: \$1,000 – \$2,000 for basic reporting.

Relevant MSMS Policy: None

Relevant AMA Policy: None