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***2022 ANNUAL REPORT***

***Board/Committee/SIG Position: Membership Director***

***Name:* Stephanie A. Miller, PT, PhD**

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| ***APTA INDIANA STRATEGIC PLAN UPDATE FOR TRACKING SHEET*** | |
| ***GOAL & STRATEGY #*** | ***UPDATE*** |
| ***Engagement****, Objective #1: Targeted Membership Recruitment – New Professionals (PTs/PTAs)* | * The committee plans to focus efforts on retention of students as they graduate and transition to new professionals. * We are exploring means to connect with DPT/PTA programs around the state to determined needs of programs, student requirements for membership, and ways that we can encourage student participation in APTA Indiana to enhance their perception of belonging and engagement. |
| ***Engagement****, Objective #2: Targeted Membership Recruitment – Students (PTs/PTAs)* | * Student membership has consistently increased over the past 2 years from 444 in Sept. 2020 to 682 in 2022 and this has primarily been in DPT students (likely due to new DPT programs across the state). * The committee will focus efforts on retaining students as new professionals (see above). |
| ***Engagement****, Objective #3: Targeted Membership Recruitment – Potential (New) Members (PTs & PTAs)*  Membership Value “Packet” | * Retention of current PT/PTA members will also be a focus for the committee – through consistent reminders of the benefits of membership (via email, newsletters, social media, etc.) * Recruitment of new members will also continue as we explore how to connect with PTs/PTAs who have never been members or who have a lapsed membership. |

***INCLUDE ADDITIONAL INFORMATION NOT RELATED TO THE STRATEGIC PLAN HERE***

* Added two new committee members in 2022. New members included Derek Malory (Central) and Ryan Colliver (Central). We would like to increase committee membership by adding 1-2 PTAs and 1-2 students.
* The committee has identified 3 areas that we plan to focus on over the next year to better achieve our goals:
  + Social Media – development of content/posts using our membership toolkit in order to create consistent messaging regarding the benefits of membership
  + Welcome email for new members – we plan to reinstitute this practice by sending welcome letters to all new members monthly
  + Contact the Indiana DPT/PTA programs to determine needs for student membership and establish connections with students to encourage retention as they transition to new professionals.

***Service Committee***

***Names: Hannah Enochs and Kevin Herald***

***INCLUDE ADDITIONAL INFORMATION NOT RELATED TO THE STRATEGIC PLAN HERE***

* Annual clean-up at the IU Student Outreach Clinic on Saturday October 15th in conjunction with PT Day of Service went well.  We had four volunteers to do beautification around the church/clinic area.
* A flier with virtual/individual options for PT Day of Service was sent out, but they only received a few formal pledges. Participation was lower this year, than in previous years; however they it possible more people participated on their own.
  + Goal for next year PTDOS will be to explore better way to market the service opportunities
* Multiple APTA Indiana members have reached out to volunteer for the Trinity Free Clinic in Carmel, IN (serves the Hamilton County population).
* Currently looking at ways to update the service committee webpage to include ongoing service options