

# ANNUAL REPORT OF THE UMRA MEMBERSHIP COMMITTEE

## July 2021 – June 2022

**Membership Committee Members:** John Anderson, Chair, Joyce Guelich, Ginny Hanson, Nancy Helmich, Leslie Koidal, Virgil Larson, Jan Morlock, Beverly Moe, Jerry Rinehart, John Sullivan, Diane Young

**Invitation to Membership:** The Communication & Outreach and Membership Committees have an overlapping responsibility to disseminate a message about UMRA/URVC to the University community with special emphasis on newly retired University employees. To this end the committees share consideration of the content of the letter sent each month by the Office of Human Resources (OHR) to the retirees of the previous month inviting them to become members. Two versions of the letter were used since the initial free membership year has a cut-off date of March 1. OHR reported that the letter was sent to 329 new retirees this year.

With the recent modification of the Memorandum of Understanding between UMRA and the Office of the Provost, we will soon provide a slightly modified letter of invitation to be sent to those who retired one and two years ago. This repeat of the invitation is deemed important since many persons are reluctant to make any commitment of their time until they have adjusted to the changes of activity which occur upon retirement.

**Number of Members:** Virgil Larson, Membership Database Manager, reported on June 23, 2022 that UMRA has 790 members (358 as couples, 432 as singles). Of these 610 were ongoing members and 160 were new members. The membership renewal rate for ongoing members was 87% but for new members was only 53%. For the preceding year the renewal rates were 85 and 64%, respectively.

**Outreach:** Prior to Covid-19 we staffed a table of information at the annual OHR Pre-retirement seminars. This did not happen this year. However, we did staff a table of information for attendees at the Age Friendly University event on June 20. A similar outreach is scheduled at an assembly of Extension Service retirees on August 11. Materials available included UMRA brochure, the most recent UMRA Newsletter, an information card about UMRA, the URVC Spotlight and some free packets of chocolate to attract viewers.

**Committee Meetings:** Only one in-person meeting was held this year (June 23) in the backyard of John Anderson's home. Topics discussed included introductions, membership data (see above), the differential dues rate for single members vs. couple membership, and the option of providing 3- and 5-year memberships. For a summary of this meeting please see the attached document.

John S. Anderson  
July 12, 2022

UMRA membership July 1, 2022

Total members 796 (360 as couples, 436 as singles)

New 184	3-20 to 2-21	55	Expired 2021, delete 2022 (62 of 117 renewed, 53%)
	3-21 to 2-22	81	Expires 2022, delete 2023 (Renewed Summer 2022)
	3-22 to 6-22	48	Expires 2023, delete 2024 (Renewing Summer 2023)

Renewed 612	3-20 to 2-21	65	Expired 2021, delete 2022 (427 of 492 renewed, 87%)
	3-21 to 2-22	536	Expires 2022, delete 2023 (Renewed Summer 2022)
	3-22 to 6-22	11	Expires 2023, delete 2024 (Renewing Summer 2023)

Only the last two categories paid membership fees. Of the 547 who paid, 289 paid \$20 each as couples (\$5,780) and 258 paid \$30 each as singles (\$7,740) for a total of \$13,520.

In 2021, 609 members could have renewed, 489 (80%) did renew., 120 did not.

UMRA membership June 21, 2021, for comparison

Total members 797 (359 as couples, 438 as singles)

New 209	3-19 to 2-20-	38	Expired 2020, delete 2021 (68 of 106 renewed, 64%)
	3-20 to 2-21	117	Expires 2021, delete 2022 (Renewed Summer 2021)
	3-21 to 6-21	54	Expires 2022, delete 2023 (Renewed Summer 2022)

Renewed 590	3-19 to 2-20	80	Expired 2020, delete 2021 (451 of 531 renewed, 85%)
	3-20 to 2-21	492	Expires 2021, delete 2022 (Renewed Summer 2021)
	3-21 to 6-21	18	Expires 2022, delete 2023 (Renewed Summer 2022)

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UMRA Membership Database Manager  
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