

Membership Report

We continued to see a decline in membership as has been the trend over the last several years. With Healthcare systems continuing to reallocate spending and cut budgetary funding for membership to associations such as NCMGMA, the bulk of our membership losses continue to be among our Active Corporate Members. Most notably in 2019 - 2020, we lost the majority of the members from UNC Health System. In addition, as with all aspects of our association, the unanticipated arrival of COVID-19 in March of this year derailed many of the Membership Committee's planned 2020 program, including implementation of the New Member Engagement Program as well as a Membership Call Campaign which we were hoping would help boost our membership numbers. Now that we find ourselves settled into the new norm of COVID, the Membership Committee plans to launch the New Member Engagement Program beginning November 2020. In addition, we plan to meet before year end to discuss the possibility of creating a new slimmed down "online" membership as well as consider what additional membership campaigns/drives would benefit the association over the next 12 months.