

**2021 June Board Meeting  
Executive Director's Report  
June 3, 2021**

My goal as Executive Director is to assist officers and Board members with access to information and to provide tools that will help each person be more effective in their leadership role.

**Program Development and Administration**

- Below is a table of the membership history for 2019, 2020 and year to date take from the MemberClicks database. I condensed all of the professional (pharmacist) membership categories.

	Member Types			Totals
	Associates	Pharmacists	Student Pharmacist	
<b>Active 1/1/2019</b>	<b>8</b>	<b>474</b>	<b>448</b>	<b>930</b>
<b>Renewed</b>	2	294	208	<b>504</b>
<b>Joined</b>	3	21	297	<b>321</b>
<b>Lapsed</b>	4	160	222	<b>386</b>
<b>Active 12/31/2019</b>	<b>7</b>	<b>335</b>	<b>523</b>	<b>865</b>
<b>Renewed</b>	5	309	266	<b>580</b>
<b>Joined</b>	0	14	212	<b>226</b>
<b>Lapsed</b>	0	4	306	<b>310</b>
<b>Active 12/31/2020</b>	<b>7</b>	<b>345</b>	<b>429</b>	<b>781</b>
<b>Renewed</b>	3	139	44	<b>186</b>
<b>Joined</b>	0	7	35	<b>42</b>
<b>Lapsed</b>	1	44	46	<b>91</b>
<b>Active 5/23/2021</b>	<b>6</b>	<b>338</b>	<b>424</b>	<b>768</b>

- Observations:
  - Pharmacists:** (all member types combined) began the 2019 year as 474 active members, but during the fall of 2018 in an attempt to draw members back we moved about 150 lapsed members to a graced status so that they would receive 3 additional notices (over 90 days) to try to recruit them back. During the year 294 renewed and 21 new members joined. Many of the graced members did not respond and they moved back into the lapsed status. This accounts for the large number of lapsed individuals and a reduction to 335 active members. This is the number that began the 2020 year, during which 309 renewed and 14 joined and only 4 lapsed, ending the year up 10 active members from 2019. In the first 5 months of this year (2021) 139 renewed and 7 new members have joined, and 44 have lapsed resulting in 338 current active members.
  - Student pharmacists:** Membership in 2019 began at 448 students, only 208 (44%) renewed and 297 new members joined and 222 lapsed resulting in 523. In 2020 266 students renewed (51%), 212 joined but 306 lapsed. There were more renewals, but fewer new students joining and more who lapsed, resulting in 429 active student members. So far this year 44 have renewed (note that

traditionally the vast majority of students join-and renew in August or September), there have been 35 join and 46 have lapsed. The net result is a reduction of 4 students from the start of the year.

- The membership, in spite of these difficult times, has remained fairly stable the past couple of years. It seems we need to work on member retention.

### **Staff Relations**

- I am in touch with our administrative director to discuss routine business activities via email or phone contact.

### **Communication with Membership**

- The monthly e-mail blasts (the Faith Script) have gone well.
- There were two editions of the journal that were published in 2020 and the Spring edition of 2021 is available.
- A Google Analytics report of the CPFI website activity for the last month indicates:
  - There were 943 users that browsed our website looking at a total 3465 pages (about 3 per session) during those visits.
  - 94 had been to the site before, 849 were new visitors.
  - 870 visitors were from the Americas, 36 from Asia, 15 from Europe, 11 from Africa and 7 from Australia.
  - The CPF website was accessed using a desktop 631 times, a mobile device 300 times and a tablet 13 times.
  - Pages visited were the CPFI home page: 63% of the 3465 visits. Users then jumped to:
    - Various annual meeting pages (registrations, speakers, handouts) 7.2% of the visits.
    - Member information, committee pages and job forums, 3.7%
    - Joining CPFI, 3.7%
    - Community events and awards, 3.7%
    - History, beliefs, ethics, 3.5%
    - Missions and outreach, 3.4%
    - Publications, 3.4%
    - Student pages, 1.5%
    - Donations, 0.3%
  - It is clear that the CPFI website is a valuable source of information for individuals, although maybe not so much for students. It is important that we keep the information up to date and fresh. If anyone has observations or information on how we can update or keep information current and relevant, please let me know. I am open to suggestions and feedback.

### **Budget and Finance**

- The finance committee has been monitoring the budget and has kept us up to date on progress.

Sincerely, in His service,  
*Ron Herman*