



Vice President's semiannual report
November 17, 2023

The Vice President's responsibilities include chairing the Membership Committee. The 2023-2024 Membership Committee members are Erin Vance, Jeff Copeland, President, Nena Lindrose, Administrative Director, and Greg Carlson, former Vice President.

Please see Ron Herman's Executive Director's report for the current membership statistics.

Since we last met at our annual conference board meeting on May 26, 2023, the membership committee has worked together to complete 39 lapsed member calls, which resulted in a 15% renewal rate. We are currently working on a new batch of calls out to 16 lapsed members.

In addition, we currently have 39 lapsed student members. We would like to team up with someone who could communicate with the student chapter presidents to encourage renewal of their lapsed student members. Unfortunately, the CPFI member who volunteered to take that on has decided that it was too much at this time and has backed away from that role. We will continue to work on that. There is apparently an ongoing issue on Memberclicks, with students renewing their membership as they transition to professionals, that we hope will be resolved in the near future.

Nena and I have met with a few Digital Marketing Consultants. Our first meeting was with Digital Results. That meeting did not go well as the Marketing Consultant leading the meeting was reluctant to give us any quotes. He said he would get back to us in a few weeks, and we never heard from him. We then met with an independent Digital Marketing Specialist who gave us a break down of quotes for three different marketing options ranging in price from \$50/week for a basic plan to \$150/week for a pro plan. She works exclusively on social media platforms like Instagram and Facebook, but it has been suggested that this may be a nice way to begin the process of enlisting marketing services for CPFI, as she would create posts for us on these platforms based on information we provide. It has been suggested that we may want to give this a trial period, evaluating the results on membership after said trial, and also perhaps researching a larger scale marketing strategy at that time.

Nena, Greg, and I had the great opportunity to attend this year's Samaritan's Purse prescription for renewal conference in September, where we distributed some CPFI postcards. Plans are in the works for us to attend next year's SP conference as well. Nena and I are planning on attending the 2024 Global Missions Health Conference in Louisville, KY to exhibit for CPFI.

I'd like to echo Greg's membership challenge to be proactive in inviting fellow pharmacists and student pharmacists to join CPFI or to renew their membership, and to connect with student CPFI chapters as we have opportunity.

The Lord has each of us perfectly positioned to be a light for Him in this dark world!

May we shine for Him and may He get all the glory!

"Let your light so shine before men, that they may see your good works and glorify your Father in heaven." Matthew 5:16

Sincerely in Christ,

Marjorie Hayes, Pharm D

CPFI VP and Membership Committee Chair