

Coalition of Higher Education Assistance Organization
2013 Annual Membership Report
December 31, 2013



The Membership Team for 2013 was Karen Reddick, Membership Chair; Institutional Membership Co-Chair, Jeff Pfund; Commercial Membership Co-Chair, Julie Mitchell Barney; Development Membership Co-Chair, Diane Day

All Membership Groups grew in 2013. We added 8 new Institutional Members, 2 new Organizational Members, and 1 new Commercial Members.

The Membership Committee continues to work with Washington Partners (WP) to establish a strong database of its members. COHEAO converted to new software, Your Membership. The membership team was instrumental on cleaning up data to ensure a streamline conversion without the issue of corrupt data. This new software for the first time allows the membership team to have access to real time reports and an understanding of who is current and which members are past due. The Team worked very diligent on this project and continue to following up with all past due members.

WP and the Membership Committee created a front line membership application on COHEAO's website to make signing up easy. The team works hand in hand with WP to contact these new members and follow up on any outstanding invoices.

The committee and the Board continue to work on strategies to recruit nontraditional members outside of the Perkins Community as well as continuing to monitor the climate of institutional and commercial membership to determine evolving interests and future target markets. One of the areas of growth in 2013 was Financial Literary. We acquired 2 new organizational members who specialize in this arena.

The committee developed a strategy to work with alliance groups nationwide to help promote COHEAO and our membership. We approached several of the associations at their annual conference to speak on our behalf and then follow up with a membership drive to offer 10% discount for all those who joined within 10 days of the venue. This had a big impact on our institutional membership growth.

MEMBERSHIP as of January 2014

Alliance Membership: 3

Organizational: 5

Commercial Membership: 40

Institutional Membership: 112

Respectfully Submitted by: Karen Reddick