The Membership Committee met several times this year with the primary focus of exploring ways to increase and diversify membership, retain current members, and enhance offerings to members.

One result of the discussions was establishing a new procedure to contact retirees approximately three months after they retire, explaining their complimentary membership and subscription to *The Sifter*, providing information about the Association's activities, and encouraging them to become members. In addition, twice yearly, the Committee contacts retirees notifying them that their complimentary membership and subscription to *The Sifter* is expiring and again encouraging paid membership, if they haven't already joined. Personal notes are added by Committee members who have a relationship with the prospective members.

The Committee also made recommendations to the Social Committee for new activities that might increase engagement of current members and interest potential new members. Possible activities included a golf outing, a bowling league, trip to a Brewers game, and a Madison Mallards outing.

The Committee discussed ways to connect with current employees nearing retirement. Early in the year, the committee reviewed the merits of mailing the annual fall "big" *Sifter*, especially given that the rate of return relative to the cost wasn't a good use of UWRA resources. The Committee recommended to the UWRA Board that the practice of mailing a hard copy of *The Sifter* to all UW-Madison employees be ended, and that alternative methods to communicate with current employees be explored. Our hope is to be able to utilize electronic communication avenues currently used by the campus.

The Committee has plans to send a letter to emeriti who are not members of the Association, but this effort has been delayed until the campus can supply an updated list of emeriti.

Membership Committee members during 2013-44 were Bob Dye and Debbie Lauder, co-chairs, along with Rick Daluge, Jim Hanson, Gary Johnson, Nan Kunde Long, Jan Richardson and Ann Wallace (ex officio).