



Commission on Membership and Member Services 2022 Annual Report

Student/Resident Representative to the Commission on Membership and Member Services

Resident

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Class of 2023

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Purpose & Scope of Work

CMMS's scope of work includes recruitment and retention of members, oversight of member services and Member Interest Groups, review of membership trends, and continual evaluation of value of membership, essentially all things related to the member experience. We oversee the National Conference of Constituency Leaders as well as all academy awards, reviewing candidates for existing awards and evaluating potential new awards. Our role is to bring student and resident perspectives to these discussions to consider future generations of members.

Activities & Achievements

During Winter Cluster, our primary focus of discussion was regarding an approach to dues increases for active members. With conferences, CME, and other AAFP experiences returning to in-person and the increased costs associated with these events, as well as decreases in other revenue streams during the pandemic, we as a commission recognized the need for persistent increases in revenue for the AAFP. The approach we voted to commit to is steady, \$10 increases annually, rather than larger more personally impactful increases in future years. Student dues will always remain free, and resident dues will be unaffected by this process.

Our Summer Cluster meeting primarily focused on new physician recruitment and retention, a member group whose retention especially has decreased significantly in the past several years. We brought the focus around resident and student members and maximizing the value of AAFP membership now to encourage continued interest and engagement in the future. The AAFP has now partnered with a consulting group who will assist with targeted retention efforts toward PGY2s through the first 6 months after graduation, and we highly recommended inclusion all the way down to the MSI level as well, to target retention efforts all along the way.

Lessons Learned and the Value of Serving on CMMS

Tim: This past year as a commission member allowed me a deeper understanding of the inner workings of the AAFP and a wonderful introduction to a cohort of our generation of leaders in the AAFP. Our voice is valued immensely as the future of the AAFP, and this experience helped me realize the importance of member engagement on all levels. I have learned about recruitment/retention efforts I will bring to my state chapter, and had the opportunity to share ideas that will benefit other programs and chapters. This year helped me realize the influence I can have,

and opened the doors for me to represent residents on a national level. I recommend anyone interested in leadership, personal/professional development, further engagement, or just loads of fun to apply for a commission position this year!

Katie: When I was appointed to the commission at the end of last year, I was not certain how my perspective on AAFP membership would be useful or helpful. I was pleasantly surprised by how much I was encouraged to contribute and how much I could offer in our discussions, particularly during the Summer Cluster. A lot of the emphasis is focused on recruiting young physicians to AAFP, which is a perspective that students and residents are uniquely poised to offer! While I believe students have a lot to offer in any of the elected/appointed positions, I think that voice and perspective hold a lot of weight on this commission in particular. Further, the other commission members are very impressive and inspirational - it was so much fun to hear about their experiences as clinicians, leaders, and members of their communities. I would definitely recommend this experience to any student interested in learning more about AAFP leadership!

Note: This report was prepared by the resident or student representative(s) listed and includes their account(s) of the business conducted during their term. This is not an official record of business proceedings from the AAFP or any other entity. To find out more about the business of the AAFP, its congresses, commissions, and current policies visit aafp.org.