



APLA VP Membership Report May 2025

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VP Membership, June 2024 - June 2025

Active Membership Statistics as of May 10, 2025

As of May 10, 2025, our active membership total is 235. We have 246 inactive members. The total of both types of memberships is 478.

Members by Province

Active Members by Province		
	Mar 2024	May 2025
NB	57	53
NL	27	24
NS	120	113
PE	15	12
Other Provinces	25	28
Total	244	234

Active Institutional Members by Province

There are **12** active and **20** expired institutional memberships.

- Reminder emails were sent to all institutional memberships in May 2025, resulting in one renewal so far (as of May 15th).

Joint Memberships

Joint Members by Province		
	March 2024	May 2025
APLA/NSLA		
-Support Staff		8

-Professional		19
Total	24	27

Other Membership Categories

- **Complimentary memberships:** 16
- **Lifetime Members:** 59
- **Student Members:** 84
- **Retired Members:** 9 total, 2 active
- **Current month expiring memberships:** 12

Other Business

Membership Renewal Reminders

Additional automated email renewal reminders sent by the membership software Join It were set in place. Previously, one single reminder email was sent 7 days before a member's expiration date. As of May 9, 2025, two additional reminders will be sent: one reminder message 1 day after expiration, and another 30 days after expiration. It is hoped that these additional reminders will improve membership retention in the future.

Before transitioning out of the VP Membership role, I will send out expired member lists to the VPs of each province to consider following-up with in terms of membership renewal. Institutional membership reminders have been covered by myself.