

Executive Committee Conference Call
April 16, 2020
Reports

Chapter Financials- March 2020

Chapter checking account balance as of 3/31/2020 was \$135,364.11

Profit and Loss by Class reports for March 2020, Q3 and YTD sent to committee and uploaded to website

Foundation Financials- March 2020

Balance in Foundation checking as of 3/31/2020 was \$114,101.65

One check was written in the amount of \$500 to LSU-New Orleans Pediatric Residency Program for a Resident Activity Grant.

PAC Financials- March 2020

Balance as of 3/31/2020 in the PAC checking account is \$6,185.80

There was no activity in the account during the month of March.

Chapter Business

Membership –

Membership statistics for February 2020: 15 members renewed, 4 new members joined, and 7 members let their membership lapse/expire.

Membership statistics for March 2020: 23 members renewed, 3 new members joined, and 7 members let their membership lapse/expire.

As of April 13, 2020 the Louisiana Chapter has a total of 815 members. Of those there are 474 voting members and 341 non-voting members.

Dues grace period:

From Academy of membership dues to Executive Directors on 4/7/2020

Dear Executive Directors,

I hope you and your families are well. Many of you were on the Chapter Chat on Wednesday, April 1, 2020, during which I spoke about a plan moving forward with membership dues billing. We recognize that many of our members have a significant financial burden as a result of the pandemic. While we recognize the Chapters' and National's reliance upon dues dollars to fund important activities, and want to mitigate any potential negative impact from the pandemic, we also think it is necessary to respond in some way to the struggles that some members are facing. The plan that we developed is to extend a grace period on key digital member benefits for 60 days past a member's lapse date, if they are unable to pay on time. We are also reminding members that we need their support in order to continue the important work that the Chapters and National are doing. A small flyer (attached) will be inserted into all dues invoice mailings beginning next week for the foreseeable future and similar messaging will appear in email reminders that go out as part of dues billing. We think that this recognition that our collective members are under intense pressures, and offering this grace period could positively impact loyalty and retention to Chapter and National membership.

What does this mean?

Dues invoices will continue to go out for Chapter and National as they have in the past. Nothing on the invoice has changed. The only difference is the insertion of the aforementioned small flyer. This grace period is being extended for

key digital benefits that are part of National membership, and the grace period for these benefits will not impact any Chapter dues billing operations.

With the new 60-day grace period being implemented as one way to support members during the COVID-19 crisis, lapsed members will have an additional 60 days to access key digital member benefits.

Below are the digital products that they will continue to have access to for up to 60 days post lapse:

- *Red Book® Online*
- *Pediatrics®*
- *AAP News™*
- *Hospital Pediatrics* – Section on Hospital Medicine members
- *AM-Stars* e-book – Section on Adolescent Health members
- *Pediatric Nutrition* – eBook*
- *Guidelines to Perinatal Care* – eBook*

*If they have already redeemed their eBook, they will continue to be available in their Digital Library.

Below are the digital products that they can continue to access if they have already started a course or module:

- PediaLink Access
- EQIPP courses
- *PREP The Curriculum* – Residents only
- *Grand Rounds* – Residents only
- *PREP* Subspecialty Self Assessments – Fellowship Trainees only

Below are some benefits that are available on request for 60 days post lapse by calling the Member and Customer Care (MCC) team at 800-433-9016:

- Member Discounts
- Early housing/NCE registration

This new exception will be offered to members that began lapsing on March 15th. Once the IT department activates this process, members from that activation date forward will have the full 60 day grace upon lapse. Members that lapsed between March 15 and the activation date will have the appropriate prorated amount of days. Once we know the exact activation date, we will let everyone know.

Additionally, we will be looking at dues revenue by Chapter both for March, as well as YTD. We will be monitoring it closely each month and will share with you our observations.

Please let us know if you have any questions. Stay well.

Regards,
Mary Lou

Mary Lou S. White
Chief Product and Services Officer
Senior Vice President, Membership, Marketing and Publishing

Projects/ Grants Updates

Visiting Obesity Expert- Dr. Hassink was supposed to be in Louisiana April 16-18, 2020. This program is currently on hold at the Academy level.

Visiting Immunization expert- The Chapter was selected as a recipient for the program. We are working to find dates later in the year that might work to host or change to a virtual opportunity.