



Case Management Society of America

6301 Ranch Drive | Little Rock, AR 72223

T 501.225.2229 F 501.221.9068 E [cmsa@cmsa.org](mailto:cmsa@cmsa.org)

[www.cmsa.org](http://www.cmsa.org)

# **CMSA Guide**

# **to Membership Reports**

and Other Membership Services for Affiliate Chapters

## Table of Contents

Membership Services Available .....	2
Monthly Membership Reports .....	3
Who Receives	
Report Dates	
Report Formats	
How to Read Your Reports .....	4
What Can the Chapter Do With These Reports? .....	8
Commonly Asked Questions .....	9
Updates to the National Office .....	10
Promoting the Membership.....	11
How to Get New Attendance	
Greeting the Attendees	
Membership Table/Booth	
Answering Questions	
Educate Chapter Leaders	
Display Membership Materials	
Calculating the Value of Local Membership.....	13
What is Your Chapter’s Renewal Rate.....	15
CMSA Membership Definitions .....	17

## Membership Services Available Chapters

One of the benefits of chapter affiliation with the National CMSA organization is the administrative work that goes into the promotion, collection and reporting of memberships through the National Office. The National Office routinely provides the following services to assist in the record keeping functions and the growth of membership:

- ◆ **Membership Promotional Materials** – these materials are designed, produced, and made available to chapters by the National Office at no additional fees. Includes professional brochures on Membership and the Annual Conference, as well as flyers on the Educational Resource Library, Communities of Practice (CoP), Career Center and other CMSA benefits. The chapter may request these materials at any time.
- ◆ **National Membership Campaigns** – the National Office routinely participates in the membership campaigns to non-members through mailing lists of other organizations, lapsed member lists, and requests received to the National Office by phone, email and website.
- ◆ **Retention Campaigns** – the National Office emails up to two renewal notices to each Member prior to the member's expiration date. If payment is still not received, a third invoice is sent in the mail the month following their expiration date.
  - If there is no e-mail address the invoices are mailed.
- ◆ **Promotion of Chapters** through the CMSA Website and the CMSA Newsletter, *The Case Report*, contained in *Case in Point*.
- ◆ **Monthly Membership Reports** are available thru the Chapter Portal; designated chapter leaders have access to download these reports as needed. These reports are updated daily with new and renewing members, changes to phone, fax, email, address information, and etc... The chapter leaders download this report in two formats HTML and Excel.
- ◆ **Collection and Distribution of Chapter Dues Checks.** The National Office collects both national and local chapter dues on each member. The local dues are then distributed back to the local chapter by the 20<sup>th</sup> of the month to each Chapter Treasurer. This allows the National Office to:
  - Track membership payments (payments can be accepted by Check, Money Order or Credit Card payments); and, keep original applications on file.
  - Ensure that members are joining both National and local (if there is a local chapter in a 60 mile/60 minute radius).
  - Produce monthly reports.
  - Keep Online Membership Directory updated more timely.

The treasurer will need to log into the Chapter Portal to run a dues remittance report that corresponds to dates on the dues check received.

All of the above membership assistance allows the chapter to focus efforts on local programs, networking and public relations in their local communities and not the timely and costly administrative tasks that are involved in running an association.

## Monthly Membership Reports

### Who can receive the reports?

The designated chapter administrators of the chapter can log in to the chapter portal and download the reports.

- Chapter Administrators are usually leaders whose role is to monitor membership, send out announcements/newsletters/flyers, welcome new and renewing members, etc....
- National should be notified of the Chapter Administrators on the Officer Update Form or from requests throughout the year by the chapter president.

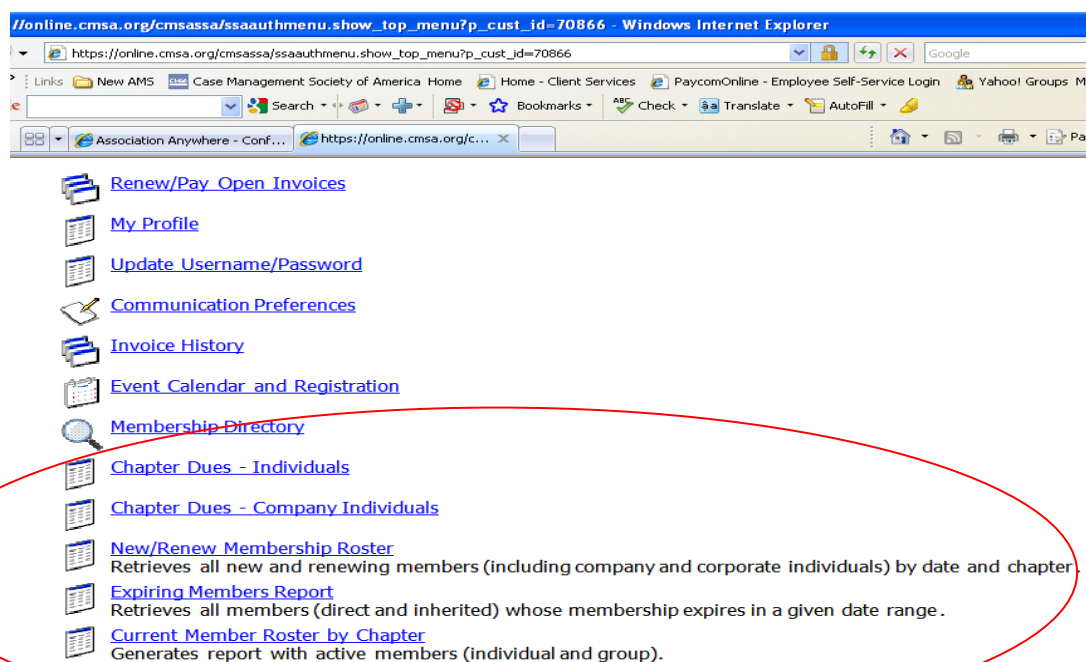
### How to retrieve Chapter Reports

The chapter reports can be downloaded by the chapter administrators designated for the chapter. These chapter administrators have access to the chapter portal, which allows the ability to download the various reports as needed.

### Where is the chapter portal?

The chapter portal can be accessed from the website [www.cmsa.org](http://www.cmsa.org) under the **brown chapters tab**. To log in, you will need to click on the “Log in portal” button, on the left of the page. From there you will be prompted to log in where you will be able to use your regular CMSA membership username and password. (If you do not know your username and password click “forgot password” or call 501-225-2229).

Once you are logged in you will see a menu with several options to choose from like the one below:



## Report Formats Available

Currently, there are two formats that are available to download. Recipients may choose one or both formats for the monthly distribution.

### Excel Format –

- Text is **unformatted** in Microsoft Excel, you can format your report by using the functions of Microsoft Excel to hide unneeded columns, set margins, paper size, and bold, underline, change fonts, etc....
- Sort text by last name, city, etc... through Microsoft Excel functions.
- Excel text allows user to merge data into labels, letters or merge to local databases or websites without re-typing information. Data can also be cut, copied, and pasted, as necessary.
- Copy email addresses and paste them to your “Bcc” box of your email to easily send group reminders and announcements. *Using the Bcc keeps email addresses private from others and reduces the size of the headers on the email.*
- **NOTE:** Be aware when using this data to pay attention to the Do Not Contact and Do Not Publish areas of each member’s record. This indicates whether they will allow their information to be shared with others or if they allow you to contact them by that method (mail, phone, fax, email, etc...)

### HTML –

- Data can only be viewed on the screen that you download. You may however, print this list.
- Data **cannot** be manipulated. Information would need to be retyped for your labels, letters, etc... Cannot cut, paste or copy information.

## How To Read Your Reports

### Membership Records

Each membership is on an annual membership cycle. *Members that pay too little or pay too much are prorated accordingly for their annual membership year. Each time that a member renews a membership, this begins a new record for this member (membership number remains the same).*

**Example:** This means that if someone has an expiration of 7/31 and renews in June, then their current record will first expire with the original 7/31 date, then a new record will begin on 8/1 for the new membership that has been paid. On the June report, it will show they paid on the new/renewing report but the expiring report will still indicate an expiration of July 31 on the July reports. By setting up the database in this method, we are able to go back in time and pull a better history of the number of memberships in a given period of time.

### Type of Reports

#### 1. Chapter Dues Report

- **Chapter Dues- Individual-** This list reflects all of the individuals that your chapter has received dues for from new/renewing members.
- **Chapter Dues- Company-** This list reflects all of the company and corporate members that your chapter has received for new/renewing Company account members.

The chapter administrator can download these reports within any date range that is needed.

2. **New/Renewing-** This list shows everyone who paid in the month of the given date range, whether it was for a renewal or for a new membership. This report only indicates the month the payment was received.
3. **Expiring members report-** This list shows the expiration dates of the current membership record of a given date range.
4. **Current Chapter Roster** – This list reflects each person who is listed as a member of that chapter. *You will need to sort the entire list by last name to blend Individual and Company Individual memberships. The company individuals are listed closer to the bottom of the list. Column (x) lists the ownership name, which is the Company that owns the account.*

## Fields Listed in Each Report:

### HTML FORMAT:

- Along the top of the report, the **Chapter Code, Official Name** and **Location of the Chapter** is indicated.
- **MEMBER NUMBER**
- **First NAME:** (alphabetical order) appears in the first column.
- **LAST NAME**
- **DISPLAY NAME:** full member name with credentials.
- **COMPANY NAME**
- **ADDRESS 1, 2, 3-** This shows the preferred mailing address location for this member (i.e., Work or Home).
- **CITY,STATE, ZIP**
- **COUNTRY**
- **PHONE, FAX, EMAIL:** This column shows the preferred information for the member's phone number, fax number and email address.
- **CHAPTER(S)**
- **CLASS**
- **SUBCLASS-** this specifies if the member applied as an "Individual – A" Member or an "Individual – B" Member. *See page 17 for a definition of membership types.*
- **Begin Date- End Date-** the begin date is the member joined or has renewed their membership.
- **End date-** Pay attention to the year, in this column this date will be extended through the following year if the member is about to expire and has been invoiced. Members are invoiced a month prior to their expiration date and the invoices stay open until the month after they expire.
- **Paid thru date-** This shows the members actual expiration date.
- **Ownership Number, Name-** shows the membership number and name of the Company that has a membership account.
- **Slot Start/End date**

## Excel Version

- Column A – **MEMBER NUMBER**
- Column B - **FIRST NAME**
- Column C - **LAST NAME**
- Column D - **TITLE**
- Column E – **CREDENTIALS**
- Columns F – **DISPLAY NAME**- The full name of the member including their credentials
- Column G – **COMPANY NAME**
- Column H – **ADDRESS1**
- Column I – **ADDRESS 2**- Additional lines of address will appear here for lengthy addresses.
- Column J – **ADDRESS 3**
- Column K – **CITY**
- Column L- **STATE**
- Column M – **ZIPCODE**: Mailing zip. *NOTE*: For zip codes that begin with 0, this will only show the last 4 digits. To correct this using Microsoft Excel, select this column, select Format, Cells, Number tab, then Special. Here select the Zip code format.
- Column N – **COUNTRY**
- Column O – **PHONE NUMBER**- this the members preferred phone number
- Column P – **FAX NUMBER**
- Column Q - **PREFERRED EMAIL ADDRESS**
- Column R- **CHAPTER(S)**
- Column S&T – **MEMBERSHIP TYPE AND CLASS**
- Column U – **BEGIN DATE**- the begin date is the member joined or has renewed their membership.
- Column V – **END DATE**- Pay attention to the year, in this column this date will be extended through the following year if the member is about to expire and has been invoiced. Members are invoiced a month prior to their expiration date and the invoices stay open until the month after they expire.
- Column W– **Paid Thru Date** This shows the members actual expiration date.
- Column X – **OWNERSHIP MEMBER #-** shows the membership number of the Company Account.
- Column Y- **OWNERSHIP NAME**- This shows the company that owns the individual’s membership listed in Column A.
- Column Z- **COMPANY MEMBER’S** begin date.
- Column AA- **COMPANY MEMBER’S** end date.



## The Chapter Do With These Reports

### Check the membership status of those attending chapter functions.

- Members and non-members should be charged differently at chapter functions. Report helps to identify members from non-members.
- Check mailing addresses, phone numbers, and email addresses.

**Note:** *Notify National of any changes.*

### Send mailings or emails to chapter members to notify them of upcoming events or send newsletters.

- If using the Excel format, merges can be easily performed to letters and labels, or simply cutting and pasting email addresses into an email. *To perform merges, follow the function guidelines of the program you choose to use, i.e., Microsoft Word, Microsoft Access, etc....*

### Contact New/Renewing members to allow them the opportunity to know:

Send them a welcome letter welcoming them to the chapter. Follow up and answer any questions.

- About the chapter they have joined;
- Who are the contacts and how do they contact them;
- Information on the next function – what, when, where, etc.;
- How they can get involved with the chapter activities;
- Tell them how their membership is valuable to the industry and what value this membership will bring to them.

### Follow-up on Expiring Members:

- Why have they chosen not to renew? Make sure there are not any negative issues that need to be addressed.
- Help them explore ways that might enable them to renew, if possible.

### Check membership status of the Chapter Officers/Board.

- Bylaws require Officers/Board to be members.
- Members will have a better understanding of CMSA.
- Nominating Committees will need to check the status of those running for office before they are elected (must have active membership and “A” status or have been voted in under the “special membership” status by the board).

### Companies ask for the local membership lists.

- Make sure you don't just 'give it away', reciprocate for a sponsorship of an activity/event or include as a perk in their exhibitor benefits.
- Or, charge for the list (National charges .25 cents per name).
- DO NOT give out the *Individual Members Numbers*.
- DO NOT give out phone numbers and email addresses. **Lists should be addresses only.**
- Know what they will be using the list for. Ask to review the information to make sure that it is related to information that the members would like to see.
- Do not give them names of individuals who have indicated they do not want to be contacted (under Do Not Contact on the reports).
- If the chapter has a policy against sharing lists, please refer them to the National Office for mailing list rentals.

## **Asked Questions About Membership Reports**

- 1. How often are reports updated and who receives them?** All chapter administrators are able to log into the chapter portal to download chapter reports. All chapter presidents, vice presidents, treasurers, and secretaries are granted access to the portal. If there are other leaders that need access, please indicate that on the Officer Update Form.
- 2. How do we find the Company/Corporate Members on the report?** When a Company or Corporate Member purchases a group account or sponsorship with CMSA, they are allotted so many spots for Individual Members based on the plan they purchased. The company is then given access to their company's portal, and designates a company contact. The members are then sent an invitation to join the account to fill those designated membership slots. When those members accept the invitation, they also have the option to join a local chapter. Once this is done, that individual's name will appear on the membership reports. If their name is not on there, either they have not accepted the invitation issued by the company contact, or they are not the designated person to be the CMSA member. An employer cannot send just anyone from the company because they have a "Company or Corporate Membership." If an Individual is on a Company or Corporate Membership, their employer's name will appear in column Y the ownership column. These names are usually listed closer to the bottom of the list.
- 3. Why can't I get into the chapter portal?** In the database once your officers expire your access to the portal expires as well. It is important for your chapter to keep the national office updated at all times so there is not a lapse in communication.
- 4. How often the chapter reports are updated?** The reports are updated on a daily basis. This means that a list you downloaded last week may not be an accurate count of your chapters membership.

## Promoting Membership Locally

### How to Get New Attendees and New Members to the Functions

Find creative ways to get the members and new attendees to the meeting. Here are some possible ideas but be creative to come up with some more!

- For each member that brings a guest, allow their name to go into a drawing for each guest they bring and giveaway a free membership for all the first time non-member attendees.
- Encourage each member to take flyers to co-workers and other organizations they work within the industry.
- On the meeting announcements, don't just list the facts of the event, but also promote the perks of being involved! Why is attending the meeting of value? Throw in some attention getting information.
- Ask your "B" members to promote the meetings and events to their clients that they come in contact with daily.
- Don't forget to tell the New and Renewing Members about the upcoming events! Use the Membership Reports for a list of these individuals.

### Greet New Visitors and Members

Attending a function for the first time can be very intimidating. Other attendees who know each other tend to break off in their cliques and forget to acknowledge the newcomers. These newcomers may be non-members or new members, and possibly current members who have not yet found a niche in the group. For these attendees, this is their first impression of the chapter. A positive impression will more likely get a return visit from them!

Find creative and fun ways to get the new attendees involved. Here are some ideas:

- Form a welcoming committee to help the new attendees meet other members.
- Use 10 minute ice-breakers to allow the attendees to mingle with one another and share information.
- During the meetings, allow a specific time to quickly recognize each new guest.
- Have information available for new members about the activities in the chapter and how they can get involved.
- Always show excitement and appreciation for the members!! An "I don't care" attitude will reflect and deflate any excitement the attendee had when they first came.
- Let everyone see that the organization has goals but also has fun!

### Membership Table or Booth

At each Chapter event, there should be a table or booth where guests and even members can stop by and ask questions about membership and gather materials to take with them. The Board or Committee Chairs need to have materials available, items for display, the ability to answer questions about the National and Local organization, and a caring attitude. Their attitude and knowledge will be evident to the attendee and will make an impression on the attendee.

**Visit the Chapter Resource Section on the website or contact Nikki Jackson in Client Services.**

## Answer Questions

Don't assume that since your members and non-members are at the meeting, they already know about the organization. Be prepared to answer questions and promote specific benefits that the individual has access to as a member. **Education is ongoing!** Most people have to hear information 4-7 times before it sinks in.

## Educate Chapter Leaders on CMSA

Benefits change often and the leaders need to stay on top of what CMSA can offer, how to access the benefits and resources that can help their members. And, what are the strategic priorities that the association is currently involved with. There are many resources on the National Website or by contacting CMSA that can be helpful in becoming better comfortable talking to both members and non-members about CMSA related questions.

## Helpful Collateral:

- Flyers regarding specific CMSA Benefits
- Value of Membership worksheet for local chapters
- Study Benefits from Website or Membership Brochure
- Information on Liability Insurance

Also, keep up with CMSA Press Releases and National endeavors through the CMSA website, *The Case Report* and the monthly *Chapter Dispatch*. Press releases can be found at [www.cmsa.org](http://www.cmsa.org), under the About Us section.

## Display Membership Materials

Let the attendees visually see what they can receive with their membership.

Here are some ideas for **Display Items:**

*Standards of Practice for Case Management*

An issue of *The Professional Case Management Journal*

An issue of *Case In Point*

Why Join Membership Brochures

Educational Resource Library flyers

Communities of Practice (CoP) flyers

Career Center Flyers

## Calculating the Value of Local Membership

Do you often wonder why you are not attracting more members to your meetings? Or, not increasing your local membership? Is Chapter attendance decreasing instead of increasing?

Members and prospective members want to know “What’s in it for me?” What services or products are they receiving for their money that they couldn’t get otherwise? What savings are they getting on these products and services that they couldn’t get any other way than membership? You wouldn’t purchase a car or join a gym based solely on price – you’d want to know what the perks were and how it would benefit you.

Here are some tips to determining the value of membership in your group:

Write down all the activities, products and services that your chapter provides yearly.

---



---



---

Now, take the items above, and write down the cost/value for each of these activities for your Members:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members
<b>Cost of Local Membership Dues</b>				
<b>Total Yearly Costs to Members</b>				

Now, with the same activities/services as above, what is the cost to your Non-Members to attend or receive these services?

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
<b>Total Yearly Costs to Non-Members</b>				

Now look at the totals above to see if there is a value in becoming a member. If not, this could be why you are not attracting new members. They have already done the calculations.

**HINT:** The Member costs per year should be **less** than the Non-Member costs.

Members want to know what they are getting for their money. If they don’t see the value, they won’t join. Furthermore, those that have joined may not attend if they don’t know or see the value of their membership dues investment.

It is important to be able to convey to your attendees and members what they will receive as a member and how this will set them apart from the non-members. What can you offer them that they could not get if they turn down membership or don’t attend meetings?

Here are some examples of chapter activities and the value to members:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members

Educational Mtg	\$30/ea	\$5	6	\$30/yr
Annual Conf	\$300	\$85	1	\$85
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$50	1	\$50
<b>Cost of Local Membership Dues</b>				<b>\$25</b>
<b>Total Yearly Costs to Members</b>				<b>\$190</b>

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
Educational Mtg	\$30/ea	\$15	6	\$90/yr
Annual Conf	\$300	\$150	1	\$150
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$100	1	\$100
<b>Total Yearly Costs to Non-Members</b>				<b>\$340</b>

As you can see from the example above, there is a substantial savings in becoming a member.

Now, here is another scenario to consider:

Activity/Service	Value of this activity/service	Cost for Members	# of times per yr	Total Cost to Members
Educational Mtg	\$30/ea	\$0	6	\$0/yr
Annual Conf	\$300	\$25	1	\$25
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$20	1	\$20
<b>Cost of Local Membership Dues</b>				<b>\$25</b>
<b>Total Yearly Costs to Members</b>				<b>\$70</b>

Activity/Service	Value of this activity/service	Cost for Non-Members	# of times per yr	Total Cost to Non-Members
Educational Mtg	\$30/ea	\$5	6	\$30/yr
Annual Conf	\$300	\$40	1	\$45
Newsletter	\$5/issue	Free	6	\$0
CCM Review	\$185	\$30	1	\$30
<b>Total Yearly Costs to Non-Members</b>				<b>\$105</b>

This scenario may not offer enough incentive to join, especially, if the attendee only attends 1-2 meetings a year because they don't see the value in attending more often.

So, now the question is, "How do we get them to attend?" In short, educate them on the benefits, make them feel important, keep them informed of activities and make it fun!

## What is Your Chapter's Renewal Rate?

The **Renewal Rate** is a snapshot of the number of members your chapter retains from year to year. Lots of factors impact this number. It's best to use this statistic for a long-range perspective and as a strategic tool in the following ways:

- To evaluate historical trends. Although your historical renewal rate helps you evaluate what's happening with membership today, looking at your chapter's history can help you identify and understand changes that have shaped the chapter along the way. Review renewal rates for as many years as possible and look for factors that might have significantly influenced renewal rates in any given year.

***For example:** Did your community experience a wave of mergers and acquisitions, or did the profession witness a large scale down-sizing. Or, perhaps your rates have steadily increased based on changing demographics in your area or changing economic factors.*

- Then look at each factor to determine if it is an isolated incident or part of a trend. This information is very important as you develop strategies to support your membership growth.
- **Target member segments.** Identify specific segments (i.e. practice settings or work settings) that represent a higher risk for members not renewing. Then through research, identify what is necessary to get more members in these specific groups to value and consequently retain their membership.
- If you have "B" members that represent vendors or suppliers who want to market to your members, you may notice lower renewal rates compared to the overall average. In some cases, these members believe they're treated as second-class citizens; in others, they have unrealistic expectations as to how the chapter will generate business contacts and opportunities for them.
- **Changes in demographics and lifestyles.** In responding to these changes, CMSA is changing the way we do business. Through member feedback we can continue to discover what benefits, products and services our members most need.

## **CMSA Membership Definitions**

### **INDIVIDUAL MEMBERSHIP**

- Annual membership for one (1) Individual purchased by either the individual or the employer.
- Non-transferable and non-refundable.
- Certification is not a requirement for membership.

#### **Types of Individual Membership**

1. Standard Membership - \$145/yr for National Dues. New members may apply online and save \$10.
2. Student Membership - \$85/yr for National Dues. Must be currently enrolled as a full-time student in a healthcare educational program. Enclose copy of current student ID or proof of registration with membership application. Must show proof each year at the time of renewal.
3. Military Membership - \$98/yr for National Dues. For full-time military, retired military or military contract employees. This can also include VA employees and government contract staff. Military members do have the option of not joining a local chapter.
4. International Membership - \$115/yr for National Dues. These members are those who do not have a U.S. address. They receive online benefits only and do not receive print publications or any mailings.

#### **Categories of Individual Membership**

1. Case Manager “A” – Individuals engaged in the field of case management; have a health professional degree, current license, or national certification in the health or human services profession.
2. Associate “B” – Individuals actively providing case management related services or products to those in the case management industry. These individuals do not qualify as Case Manager “A” members.

Both categories have voting privileges, but only “A” members are eligible to hold local and/or national offices. See Chapter Bylaws for information on the “Special Membership” category available at the local level only. Individuals requesting “A” category must provide credentials on the application.



## LOCAL CHAPTER MEMBERSHIP

- Each Individual Member must join the National organization before being eligible to join a Local Chapter.
- Local Chapter Membership is required for Individual Members living within a 60 mile/60 minute radius of a Local Chapter or a Local Chapter Extension.
- One may join multiple chapters, as long as applicable dues are paid for each chapter.
- Both National and Local Chapter Dues are submitted to the CMSA National Office.
- Local Chapter Dues are non-transferable between chapters through the National Office except at renewal. Chapters may work together to transfer dues, as needed.
- A list of current Chapters and their contacts can be found at [www.cmsa.org/chapterleaders](http://www.cmsa.org/chapterleaders), or on home page under Find a Chapter.

## COMPANY MEMBERSHIP PROGRAM

- Allows an Employer to purchase a **“group” of Individual Memberships** at volume discounts.
- Volume levels are available in increments of 5 members (i.e, 5, 10, 15, ....50, etc).
- Employer chooses the level of members based on the number of case managers/nurses employed.
- *Each Individual Member* under the group account receives membership to the National CMSA and one (1) Local Chapter.
- After the application and payment are received, the company account contact will be issued a username and password to access the company account portal. The members are sent an invitation to join the account to fill those designated membership slots. When those members accept the invitation, they also have the option to join a local chapter.
- Only those employees who have accepted the invitation and completed the online application contact information will receive benefits to the National and Local level, including web access and discounts from CMSA. *Their names will appear on the Chapter Membership Reports ONLY if they have selected a chapter.*

*The Company Account contact may transfer Individual Members listed on the group account during the membership year, should their employees leave. The Company Contact Person must do this thru the Company Portal.*

## CORPORATE PARTNER PROGRAM

- Six levels of national membership available.
- Variety of opportunities to promote services or products to CMSA members and other case managers.
- Benefits vary based on the level of membership purchased.
- Contact CMSA National for more details on the benefits below:
  - National Conference Exhibit Space Discount
  - Career Center Discount
  - CM Resource Path Discount
  - Individual Memberships
  - National Conference Registrations
  - CMSA Membership/Post Conference Attendee Licensed Mailing List
  - National Recognition
  - Corporate Partner Logo Exchange

---

## OPTIONS FOR NON-MEMBERS TO RECEIVE CMSA INFORMATION

### SUBSCRIBER OPTION

- Allows you to purchase a subscription to CMSA's website.
- \$150 per year.
- Online benefits only – no mailings or print publications.
- Access all Member-Only Areas:
  - Membership Directory, Communities of Practice forums, Educational Resource Library, Member-only resources, etc...*
- NO local chapter benefits or membership.
- Visit CMSA website to set up subscription.

### CMSA @ WORK FOR YOU

- Subscribe to CMSA's Quarterly E-Newsletter distributed to members and subscribers.
- Packed full of industry news and CMSA updates.
- Visit CMSA website to set up subscription. After creating an online Profile, simply select CMSA @ Work For You in the Email Preference section.

## Updates to National Office

Often a member will give an update to the local chapter for their address, phone number, email, etc... **Please be sure to forward this information to the CMSA National Office.** You should e-mail or fax these updates.

With this updated information, we can better provide National benefits to each member, as well as provide more accurate reports.

### **Client Services Contact Information National Office**

#### **CMSA**

6301 Ranch Dr  
Little Rock, AR 72223

**Website:** [www.cmsa.org](http://www.cmsa.org)

**Email:** [cmsa@cmsa.org](mailto:cmsa@cmsa.org)

**Phone:** 501-225-2229 **Fax:** 501-221-9068

Member Coordinator: **Toni Sullivan**, [tsullivan@acminet.com](mailto:tsullivan@acminet.com)

Chapter Coordinator: **Nikki Jackson**, [njackson@acminet.com](mailto:njackson@acminet.com)

Manager of Client Services: **Michele Lee**, [mlee@acminet.com](mailto:mlee@acminet.com)