



MOTION TO INCREASE DUES

The CSRT Board of Directors recommends that membership dues be increased by 12.5% for the fiscal year 2010-2011 and by 3% per year for the next four years.

Rationale:

- **The CSRT dues have been stable for over 10 years**

The CSRT has only increased the membership dues by \$10 for well over 10 years. In spite of the CSRT efforts to reduce expenses, it is no longer realistic or feasible, from an association management and business perspective, to avoid raising membership dues.

- **The CSRT posts deficits year after year**

In spite of its best efforts to reduce expenses, the CSRT has regularly posted a deficit in its audited financial statements (2004, 2006, 2007, 2008).

- **The impact on CSRT credit rating**

The CSRT demonstrates elements that impact negatively on an organization's credit rating:

- ✓ Deficits are regularly reported in the annual audited income and expenditure statements.
- ✓ The bank views the reluctance of an organization to raise membership dues as a sign that an organization is not able to recognize the importance of having the financial resources available to conduct business according to the standards of association management.
- ✓ High staff turnover rate – the CSRT has an exceptionally high staff turnover rate because it does not offer competitive salaries and benefits according to association management standards and best practices.

- **Strategy of “saving money” is not effective – programs and services suffer**

For a number of years, the CSRT has concentrated on reducing expenditures, at the expense of quality and quantity of services to its members. Despite these efforts, the CSRT has posted a deficit in the audited statements. The fixed operational costs such as salaries, rent, telephone, database support, etc. have increased substantially over the past 10 years and will continue to increase each year.

- **Only 35% of 2009 budget is from membership dues**

According to association standards, approximately 60% of annual revenue comes from membership dues. At CSRT, membership dues represents only 35% of the 2009 overall budget - 35% of revenue comes from the Annual Education Conference and Trade Show (includes sponsorship, exhibits and registration fees), 13% from advertising and general sponsorships and 17% from CoARTE services.

- **Increasing industry support depends on our capacity to provide service**

Our industry partners have been very supportive of the profession and of the CSRT over the years. Certainly, the CSRT membership has benefited from award sponsorships and the lower costs for conference registration fees. However, industry representatives must report a return on their investment to continue supporting CSRT programs and services. In order to provide the return on their investment, the CSRT staff must find innovative initiatives that can show value for their money. This is very difficult to achieve with limited resources.

Conclusion

To be an effective national professional association, and provide quality services and programs to its membership, the CSRT requires some key components:

1. An effective strategic plan to guide the activities of the Society – ***The CSRT has an effective strategic plan***
2. Knowledgeable staff with expertise in the planning, implementation and execution of the strategic plan and of its membership programs and services – ***The CSRT has knowledgeable staff***
3. A committed pool of volunteers to provide expertise and participate in the planning, implementation and execution of the strategic plan – ***The CSRT has committed volunteers***
4. Adequate financial resources for the planning, implementation and execution of the strategic plan – ***The CSRT's financial resources are inadequate to provide quality programs and services and to implement activities outlined in the 2009-2012 strategic plan.***

The CSRT will look at ways to minimize the impact of the dues increase for its members and investigate whether the debit plan can be increased from 10 months to 12 months repayment plan.