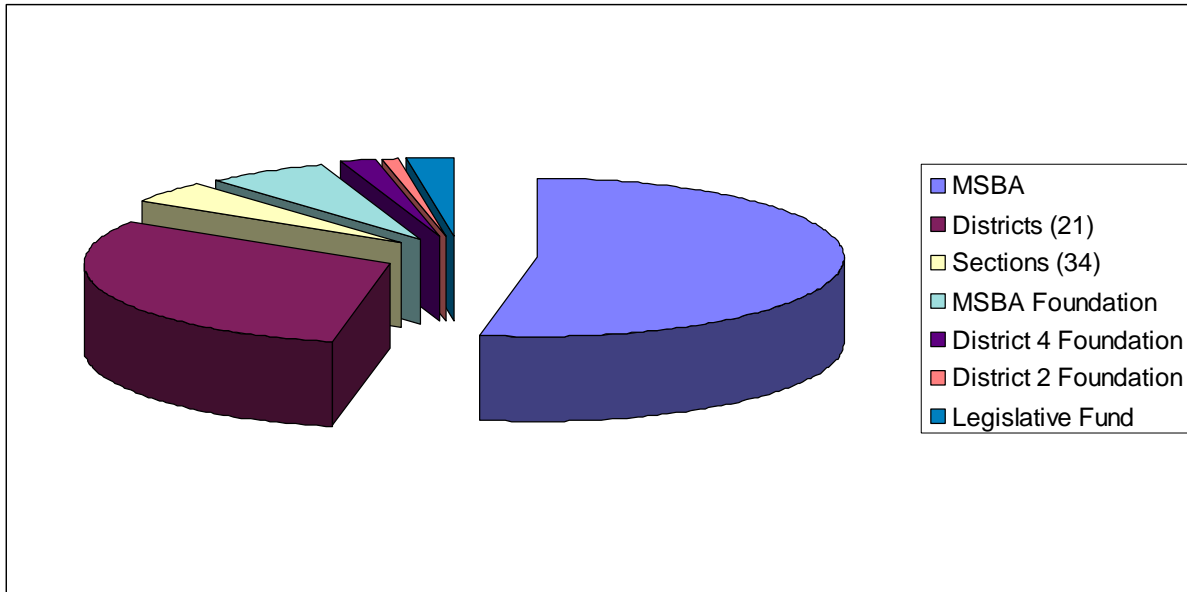


MEMBERSHIP BILLING

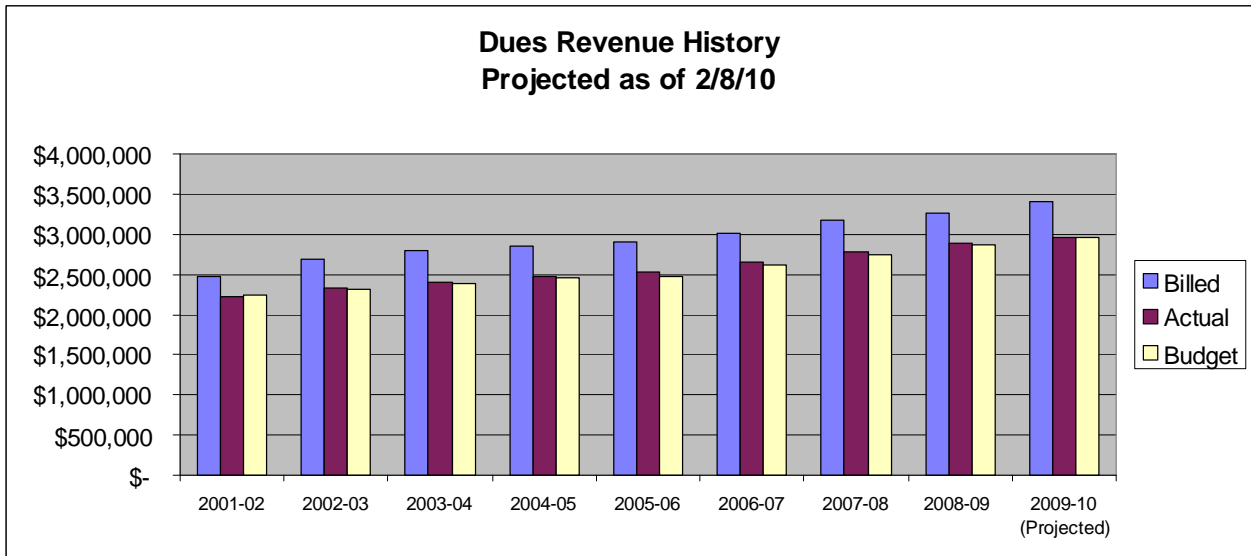
1. Description and Purpose Membership Billing is the cost center for collecting dues from 16,372 members for the MSBA, 21 Districts, 34 Sections, three Foundations and the Legislative Fund. The total billing in 2009-10 was \$6,389,000. We send the first billing notice in June and approximately 50% of the members renew immediately. Per MSBA Bylaws, and to increase retention, we mail several additional notices and follow-up letters in the subsequent mailings to those who do not respond initially. This increases the renewal rate to over 90% of members.

| 2009-10 Membership Billing | | |
|-----------------------------------|---------------------|------------------------|
| | Total Billed | Total Collected |
| MSBA | \$ 3,399,000 | \$ 2,968,000 |
| Districts (21) | \$ 1,939,000 | \$ 1,693,000 |
| Sections (34) | \$ 322,000 | \$ 283,000 |
| MSBA Foundation | \$ 398,000 | \$ 79,000 |
| District 4 Foundation | \$ 123,000 | \$ 21,000 |
| District 2 Foundation | \$ 49,000 | \$ 9,000 |
| Legislative Fund | \$159,000 | \$29,000 |



Over 95% of renewing members remit their full dues during the first billing cycle. In 2009-10 423 members chose to pay in two semi-annual installments. The annual billing process runs from June to October. We send a second set of payment notices starting in January for those who choose to pay in two semi-annual payments. The second half payment process is completed in March.

2. Historical Information Since 1997, revenue collected for the MSBA has increased approximately \$1,035,000. The increase is a factor of both the increasing dues structure as well as the increasing number of members.



3. Personnel There is .95 FTE position allocated to this program .

4. Report on 2009-10 Performance Standards

A. Accurately generate dues statement by June 1.

The performance standard was met on May 20, 2009.

B. Accurately process and post dues within five working days for the peak billing months and 48 hours for the remainder of the year.

The Accounting department accurately processed and posted dues within three to five working days. The performance standard was met in a timely fashion.

C. Remit district revenues accurately on a quarterly basis (monthly for Districts 2 & 4, July through December).

The performance standard was met and dues payments were distributed in a timely fashion.

D. Generate invoices/refunds for members who do not pay the correct dues amount.

The performance standard was met and the accounting office processed 136 dues refunds to members as of February 8, 2010.

E. Invite HCBA and RCBA personnel to be part of the dues collection process team. We do not charge districts for the collection process.

The performance standard was met. HCBA and RCBA did help out processing dues and credit card payments in June and July

F. Charge back sections, districts, and foundations for credit card fees.

The credit card fees have been charged to the sections, districts and foundations on a quarterly basis.

5. Three-Year Plan Performance Standards: During each year of the three-year plan, the performance standards will include:

A. Accurately generate dues statements by June 1.

B. Accurately process and post dues within 5 working days for the peak period and 48 hours for the remainder of the year.

C. Remit district revenues accurately on a quarterly basis (monthly for Districts 2 & 4 July through December)

D. Generate, on a monthly basis, invoices/refunds for members who do not pay the correct dues amount.

E. Invite HCBA and RCBA personnel to be part of the dues collection process to offset the expenses related to temporary help used in prior years.

F. Charge back, on a quarterly basis, sections, districts, and foundations for credit card fees related to dues payment transactions. The chargeback is based on the percentage of dues collected by credit card transactions for each group.

6. Report on 2009-10 User Satisfaction

A. Our goal in billing members is developing a process that members can pay the dues promptly without additional assistance. Therefore, the timeliness of dues payments and the number of incoming calls track member satisfaction on membership questions.

The dues statement has been revised to simplify the process of paying dues and promote prompt payment. With these changes, 50% of the members did pay prior to sending out the second notice.

B. Solicit feedback from Districts and Foundations related to the dues billing and collection process.

We will be surveying districts and sections after the 2009-10 billing process.

7. 2010-11 User Satisfaction

Our goal in billing members is developing a process that members can pay the dues promptly without additional assistance. Therefore, the timeliness of dues payments and the number of incoming calls track member satisfaction on membership questions.

8. Market Penetration

Not applicable.

9. Current Issues and Challenges:

A major issue in prior years was that the MSBA dues statement was quite cumbersome and very difficult to process by members. The MSBA dues statement was revamped for 2008-09. The new format made it possible for the statements to be printed directly to a copier, eliminating the use of the archaic Tally printer. The statement was simplified and a separate member information rate sheet was enclosed in the mailings. The new format was well-received by members.

We developed and implemented an online application and dues payment capabilities in 2008. Those options have been well-received and the number of users is growing. In September, October and November of 2008, we accepted the first MSBA dues renewal payments online. Members found the online form easy and convenient to use. However, there is no direct interface with iMIS and all the data entry associated with the new and renewal applications is manual. An upgrade to our membership software (iMIS15), would allow us to automate this process. At this time, we do not know when we will upgrade to iMIS 15. There is a staff team currently surveying other state bar associations to gather information related to their Association Management Systems.

The economic downturn has had a negative impact on our membership. We will continue monitoring (comparing to prior years) the dues payment inflow on a weekly basis.

10. Explanation of Budget Categories

Dues Statements/Postage – the cost associated with printing and mailing membership dues statements.

Lock Box Fees – The MSBA uses a lock box service through US Bank to collect dues payments June through August.

Temporary Help -- Part-time staff to process dues payments June through August.

Credit Card Fees --The MSBA is charged a 2.6% fee charge to process dues payments paid by credit cards. We are currently reviewing other merchant service vendors to lower the service fee.

