

# The Mathematical Association of America

(INCORPORATED)

Alfred B. Willcox  
Executive Director



1225 Connecticut Avenue, N. W.  
Washington, D. C. 20036  
(202) 223-1977

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Dear MAA Representative:

During the past Fall the Association was engaged in several recruiting efforts. The results were spectacular, producing a record 1000 new members during December and early January. One of these efforts was the annual Fall appeal to MAA Representatives to bring MAA membership to the attention of their colleagues and students. The Officers and Governors of the Association deeply appreciate the contributions that you and your fellow Representatives made to the success of the Fall campaign.

We can congratulate ourselves, but we cannot rest on our laurels. Both the financial security of the Association and its continuing ability to promote interest and stimulate excellence in mathematics depend on a steady influx of new members. Dues have been raised about as far as they reasonably can--I am sure that you will agree with that. Inflation, severe cuts in Federal support of science education, and reduced advertising income have made these dues increases necessary, but such increases also raise the membership attrition level. You might say that we need to grow faster than ever just to stand still. And for a really healthy future we need to do more than stand still.

So I hope you will take the success of the Fall as a challenge to contribute to an even more successful Spring. IF EACH MAA REPRESENTATIVE WERE TO PRODUCE JUST ONE NEW MAA MEMBER DURING THE SPRING THIS SUCCESS COULD BE GUARANTEED. Given that momentum, I am certain that by Summer the Association will be larger and stronger by a thousand than at any time in the past. Such momentum would virtually insure our continued health and vigor in the coming years.

I hope you will be able to make this minimum contribution and that if your institution is larger than average you will be able to interest several of your colleagues and students in membership.

I enclose a supply of membership application blanks and an information leaflet for prospective members. If you need more we will be happy to supply as many as you wish. I also enclose a copy of the "student interest sheet" that has been used very successfully in the past to call names of prospective members to our attention.

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Another special campaign planned for this Spring is to increase the number of Academic Members of the Association. If your institution is not now an Academic Member, I urge you to explore the possibility that it become one. The benefits of Academic Membership are described in the MAA Information Booklet sent to you last Fall and are listed in brief on the enclosed application form.

I remind you that the privilege available to Academic Members of nominating students for free membership (with a modest increment in dues for the Institution) is an excellent way for a college or university to introduce promising students to the Association. I urge you to recommend also that your department make use of this privilege by nominating three, six, or more students for one or more years. We will do our best to see that they will want to remain members for life.

Again, thank you for your willingness to represent the Association on your campus.

Sincerely,



A. B. Willcox  
Executive Director

Enclosures:

Applications for Individual Membership (4)

Applications for Academic Membership (1)

Leaflets for Prospective Members (1)

Student Interest Sheet (1)

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