

Membership Secretary Report

LAAA Alumni Association Annual Meeting

March 15, 2026

Introduction

As Membership Secretary, the main goal is to increase membership across a broader age demographic to support Alumni Association operations, and Los Angeles Adventist Academy. The overall strategy to achieve this goal is to improve our communication, and engagement, with current and prospective Association members.

Membership

Since the last Association meeting ten new members have registered, bringing our total membership count to just over 465 to date. There is still much work to be done regarding recruitment, but we remain committed to the task.

Strategy

We have identified four main categories to focus our efforts in which to improve recruitment.

First, is our Alumni Quarterly Newsletter. The newsletter is published every quarter, highlighting important information regarding Alumni Association business, as well as special events and progress at Los Angeles Adventist Academy.

Second, we have initiated a social media arm to our membership department. I would like to thank Talatu Oyefeso for spearheading this effort to increase our online footprint. This will greatly increase our communication abilities for recruitment.

Third, we will be introducing online surveys to get feedback from the LAAA community that will help guide communication and engagement.

Fourth, we will be making a concerted effort to engage the 18 to 40 year old demographic. This age group has extremely low representation in the Alumni Association.

Conclusion

Please continue to pray for us as we endeavor to find innovative methods to strengthen our connection, and membership, within the LAAA community.

Damon L. Madkin

Membership Secretary