

Our Path to Enhanced Value: SROA Dues Increase

As all of you know, it's necessary from time to time to adjust for rising costs, to make new investments in technology and staffing, and to focus on growing your capacity to better serve your clients. That's precisely where we find ourselves today, and in 2021 SROA will go through a dues restructure with a new membership term and rates. SROA will move the membership term from the calendar year January 1-December 31 to July 1-June 30. *Note, we are not proposing a change to the fiscal year (January-December), just the membership term.

Additionally, SROA will raise membership dues for the first time in 12 years. Members will see a 7.5% increase in membership dues for the 2021 membership year effective July 1, 2021, followed by a standard 2% increase in dues every two years

The new rates for the 2021 membership term (July 1, 2021-June 30, 2022) are as follows:

Level	2020 Rate	2021 Rate
Active	\$200	\$215
Contributing	\$275	\$295
Retired	\$65	\$70
Special	\$25	\$27

We realize that the Covid-19 Pandemic has created a hardship for some members. SROA will be giving all 2020 members six months of free membership from January 1, 2021-June 30, 2021. Additionally, members will have the opportunity to renew early and pay the 2020 rate for the membership year 2021. Members who wish to lock in the 2020 rate must renew between November 1, 2020 and March 31, 2021.

Since 1984, the Society for Radiation Oncology Administrators (SROA) has provided a supportive network of expertise for radiation oncology administrators to improve and advance their management of organizational operations, finance, research and human resources. As a necessary membership association catering to a niche profession, SROA provides the most current, relevant, and helpful information that impacts radiation oncology practices and departments on a daily basis—whether in a hospital, university, or freestanding environment.

Member dues and annual meeting registration represent the majority of the revenue for the Society. Over the last six years the organization has made significant enhancements to the membership benefits offered. New and enhanced benefits include the following:

- An online community, Higher Logic (SROA Connect). SROA Connect is a dynamic community designed just for SROA members. It combines the best of the SROA listserve with the functionality of a social network. SROA Connect provides members with the opportunity to network, exchange ideas, and curate content in a way that is easier than ever.
- A professional bi-annual benchmarking survey with salary information.
- A blog and quarterly newsletter.
- A new, more robust, membership management system. This system is more user-friendly for members and allows you more access to update your information and see transactional data.

- Members receive a discount to the Annual Meeting which offers CE credits with four major accreditors, a poster session with lightning talks, and numerous opportunities to network and troubleshoot organizational issues with peers.
- A stronger relationship with like-minded organizations to ensure the most up-to-date information is available for members including political advocacy.
- New branding and marketing, and investment in SEO to increase online presence and market the organization to a wider pool of radiation oncology administrators.

Moving forward the Society has prioritized creating additional content to benefit members. In 2020 SROA released its podcast SROA Soundboard, monthly webinars with CE credit opportunities, and a weekly blog SROA Sidebar. Building the mentorship program will be a focus in 2021 to engage early career professionals coming into the industry, as well as other opportunities for individuals newer to Radiation Oncology Administration.

SROA has operated on a deficit budget, relying on sponsorship and investments to cover the operating costs of the Society. With the new resources in place and a plan for more member benefits throughout the year, we are now asking SROA members to pay a dues amount more appropriate to cover the costs of these products and services. An initial dues increase of 7.5% followed by a standard dues increase of 2% every two years ensures our members have the resources and support necessary to excel in their careers and to achieve a balanced budget for SROA.

Additionally, SROA is working on increasing non-dues revenue in order to keep the dues at an affordable level for members.

We are committed to delivering member value and we sincerely hope that you will continue to invest in your own development and that of the industry through membership in SROA.

View our Q&A document for more information.

Questions and Answers

What prompted the changes?

To continue to serve the growing needs of the Society's diverse members, volunteer leaders from across the industry have developed a new strategic direction for the Society. There's now an even greater focus on providing more member benefits and year-round value aimed at increasing professional development and networking amongst radiation oncology administrators. To help support these initiatives on behalf of the membership the Board has approved changes to membership dues that will take effect on July 1, 2021.

How was the new dues structure developed?

Various membership models were considered along with the information gleaned from two member surveys and a focus group. The goal is to keep the dues increase under 10%. The 7.5% provides a reasonable increase to cover anticipated costs while not raising the dollar amount significantly.

What will the changes fund, in terms of member benefits? Are there plans for new programs and resources?

Yes, over the past several years volunteer Board leaders from across the industry developed a new strategic plan for the association, which includes developing new member resources and services to benefit member's professional development. Along with the newsletter, SROA also offers a blog, webinars and, coming in 2020, a podcast. In 2021 a focus will be on building the mentor program. The increase will also allow us to continue to invest in technology and the creation of online content easily accessible on www.sroa.org and SROA Connect – cultivating an information and education hub that's intuitive and engaging for members everywhere, anytime.

Is SROA expensive?

For membership dues, our goal is to set a dues structure that fairly reflects the diverse funding methods of our members and the current and future plans for member benefits and services for each member category. SROA's membership dues are in line with other organizations of similar size and scope.

When will the dues changes take effect?

The new dues will start on July 1, 2021. This gives members six months of free membership. Additionally, there will be an opportunity for members to renew early at the 2020 rates in the first three months of 2021. Those who join or renew after March 1, 2021, will be billed at the 2021 rates.

Can we expect the same increase in 2022?

No. Dues increases after we implement this change will be nominal – a standard bi-annual 'cost-of-doing business' increase of 2%.