

**Religious Education Association
Committee Report
Date: May 30, 2024**

Committee Name: Advancement

Committee function: Promote REA to potential new members, Develop new funding sources

Chair: Tony Vrame

Members: Mary Elizabeth Moore, Cynthia Cameron, Javier Viera

Period covered: January-May 2024

Date and format of meetings (e.g., email, web, phone) : May 23, 2024 via Zoom. The last twelve months were difficult for the Committee Chair – family matters, mainly.

Major activities since last report : Nothing to report

Action Items In-progress/Pending: The Committee would like to investigate if the regional events increased membership.

Information

Javier Viera is leaving the committee. Tony Vrame is stepping off the Board. The Committee will need to be repopulated.

Future Plans:

The Committee in the future should work on increasing ways for members to donate to REA. Could Books published by REA – Horizons – become gifts to contributors?

Could REA encourage members to have the royalties (or percentage of) from a collected volume organized by and contributed by an REA member(s) be donated to REA? While no individual volume might generate substantial revenue, over the long run it can add up. And if enough members were to do this, it could provide an income stream.

Questions for staff and the board/larger group:

As a committee we believe there is a need for REA to establish a predictable cycle of in-person and virtual Annual Meetings. And announce this pattern early on, so that members know what to expect and can plan. Virtual events are okay, but don't create the same enthusiasm for the field and the discipline. Easier to build community in REA with the in-person meetings. Annual Meetings don't have to be in person every year, but every 2-3 years. The exclusively virtual meetings aren't helping us any longer.

REA might consider simplifying what it does in order to hold more complexity. We're expecting members to deal with a great deal of complexity in order to participate in a meeting. What are the most important priorities of the organization

REA by being virtual these past five years is at risk of becoming a "consumer" organization. An unintentional result of being virtual, as members attend what they will attend; thus they begin to expect more from REA especially in between Annual Meetings. However, can REA "deliver" what consumers need?

Easier to raise funds for REA with stability in the society. The loss of the Exec Secretary and the DEI Coordinator is not good, creates uncertainties.

With just a few Board meetings per year, it's difficult for a committee to know what's happening organizationally with REA, what the Steering Committee is working on and any concerns that an Advancement Committee could address.

Other Notes: