

Vice President of Membership

Position Summary:

The vice president of membership manages the overall membership function including the design and implementation of programs that broaden membership engagement for the chapter, increasing membership by an identified goal, and retaining current members.

Time Commitment:

Term: One year

Estimated Time Requirements per month:

- Attending board meetings: 2 hours plus travel time
- Attending monthly chapter meetings: 3 hours plus travel time
- Performing other duties: 2 to 4 hours

Responsibilities:

- Provides current membership count at each Board of Directors (BOD) meeting
- Maintains the chapter's membership list/database
- Contacts ATD National for a list of national members with the area, but are not chapter members, for communication regarding joining the chapter
- Creates prospect and new member packets detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
- Provides new member orientation
- Coordinates distribution of membership packets, including current rosters and member benefits.
- Implements programs that result in decreased membership expirations
- Ensures processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal
- Increases member renewal by a stated amount
- Provides services that will enhance new members acculturation to the organization
- Conducts needs assessment and member satisfaction surveys on a regular basis, reports results and make recommendations to the board

- Represents chapter professionally and ethically in all business functions and organizational activities
- Maintains active membership in ATD National and the Local Chapter
- Attends BOD meetings, Chapter meetings, and Strategic Planning Meetings
- Supports membership and attendance goals as determined by the BOD
- Complies with the Chapter's By-Laws and understands his/her responsibilities under the By-Laws
- Assists other BOD members with tasks as needed including the tasks of vacant BOD
- Trains and mentors the incoming VP of Programs