



AZ ASSE

Executive Board – Position Description

Membership Committee / Chairperson

- 1) Service.
 - a) Term is for one year, July 1 to June 30.
 - b) Multiple terms are allowed.
 - c) Chair may establish committee.
 - d) Position is appointed by President.
- 2) Purpose.
 - a) Increase and sustain chapter membership.
- 3) Goals.
 - a) Recruit members.
 - b) Ensure that new members are recognized and introduced at one or more membership meeting.
 - c) Instruct and support prospective members in the process of becoming a member.
 - d) Informs members of membership campaigns and encourage their support and participation in membership drives.
 - e) Provide information about new chapter members to chapter officers and committee chairs.
 - f) Maintain chapter membership records and inform ASSE HQ of member address changes or other changes to member information.

- g) Develop or use current strategic plan for recruiting new members.
- h) Develop and conduct a new membership program annually.
- i) Utilize surveys or some other means to determine member expectations.
- j) Devote a section of their Strategic Plan to membership retention.
- k) Assign a Greeter to welcome attendees at all Chapter's regular monthly meetings.
- l) Distribute membership applications and brochures at meetings, professional development conferences, training, and at trade shows.
- m) Develop a plan to retain members and recruit new members.
- n) Increase chapter membership.
- o) Institute or maintain a program to contact former members whose membership has expired.
- p) Maintain email marketing program to keep members notified of upcoming meetings, upcoming events in which they can actively participate.
- q) Develop surveys to query members opinions of how the chapter is meeting their professional needs.
- r) Distribute meeting notice at least 14 days prior to each meeting.