

# Vice President of Membership

## Position Summary

This role is responsible for managing the overall membership function including developing and implementing a strategy for broadening chapter membership and engagement, increasing membership based on chapter goals, and retaining current members.

## Terms

One year.

Board members shall be elected to serve terms of one year, but no more than three consecutive terms. Board members may stand for re-election to the same board position, but no more than three consecutive terms. Terms may be extended to address a business need and approved by the Board of Directors.

## Estimated Time Requirement

Activity	Hours
Creating and implementing membership plan	2-4
Network via in-person, email, calling, social media and website for Power Membership + NM Chapter membership (every month) [1.5 * 12]	
Communication with Board on routine issues	2-3
Author Blog/Newsletter	1-2
Attend 6 Board Meetings (every other month) [2.0 * 6]	1-2
Attend 6 Member Events and host Membership drive (every other month) [3.0 * 6]	1-3
Annual Estimate of Hours	~57

## Functional Responsibilities

### Member Recruitment / Orientation

- Collaborating with VP of Communications and Social Media to create prospective and new member materials listing benefits of joining and highlighting networking opportunities
- Ensuring new members receive an orientation and know where to go to have their questions answered or concerns addressed

### Member Retention

- Implementing programs to increase membership renewals
- Following up with members nearing expiration and encouraging renewal
- Increasing membership and renewal based on chapter goals

### Member Satisfaction

- Providing services enhancing new members' acculturation to the organization
- Regularly conducting needs assessments and member satisfaction surveys, reporting results and making recommendations for relevant and appropriate responses based on feedback received

**Board Participation**

- Representing the chapter professionally and ethically
- Participating in all board and chapter meetings, chapter events, committee meetings, and regional conferences
- Working collaboratively with other board members (i.e., VPs of social media, events, membership) to highlight the value of membership
- Tracking new, renewed, and expired memberships and reporting to the board regularly

**Board Participation**

- Provide a report on volunteer activities at monthly Board meeting
- Maintain and update records relevant to position for benefit of successor
- Before end of Board term, recommend at least two potential candidates for the position
- Train successor in duties for this position during transition period prior to successor's term of office
- Participate in Board special task force activities
- Support and promote chapter affiliation requirements (CARE), and the strategic goals and action plans of the chapter
- Represent the chapter professionally and ethically in all business functions/organizational activities
- Attend and participate in all board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available

**Board Duties (as per Bylaws)**

- Establishing and implementing policies and procedures for the operation of the chapter to Ensure National Chapter Operating Requirements (CORE) compliance;
- Approving the strategic plan, the annual plan, and the budget;
- Approving categories of membership;
- Authorizing committees of the Chapter; and
- Performing other functions as appropriate for the Board of Directors

**Qualifications/Skills**

- Board members are required to maintain membership in ATD (National).
- Board members are required to maintain membership in ATD (NM Chapter).
- Skilled in written and verbal communication, personal interaction, and problem-solving
- Ability to plan, organize, and execute activities as required by the position
- Ability to complete projects within established timeframes
- Ability to delegate tasks and monitor follow-through
- Strong analytical and networking skills
- Ability to fully participate in chapter programs and board meetings
- Has a willingness to advocate the chapter
- Ability to seek others out as volunteers

**Resources**

[Chapter Relations Manager \(CRM\)](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Affiliation Requirements \(CARE\)](#)  
[Sharing Our Success \(SOS\)](#)  
[Chapter Leader Community \(CLC\)](#)  
[Leadership Connection Newsletter \(LCN\)](#)  
[Toolkits](#)  
[Chapter Leader Webcasts](#)