

## Vice President of Membership Role Description

---

### Position Summary:

The Vice President of Membership manages the overall membership function including the design and implementation of programs such as member orientation that broaden membership engagement for the Chapter, increasing membership by an identified goal and retaining current members. The Vice President of Membership will maintain accurate membership records and promote Power (dual) memberships within the local Chapter and the national organization.

The Vice President (VP) of Membership will also lead a committee of volunteers to assist with administrative functions and to set up in-person and virtual membership drives and activities.

### Time Commitment:

**Term:** 1 year

#### Estimated Time Requirements for planning and attending meetings and events

- Attending virtual board meetings: 1.30 hours monthly
- Attending committee meetings: 1.30 hours monthly
- Creating and reviewing standard operating procedures: 1 hour monthly
- Facilitating member orientation: 1 hour quarterly
- Managing membership functions: 3 hours monthly
- Attending Chapter learning events: 2.30 hours plus travel time
- Attending geographic events/special interest events: 2 hours quarterly
- Community engagement activities: 2 hours annually

#### Estimated Time Requirements for training

- Transitional training with outgoing VP of Membership: 5 hours
- Attendance at annual board summit: 4 hours plus travel time
- Attendance at ATD Chapter Leaders Conference (ALC)- *(based on Chapter funding + travel time)*: 5 hours

*\*The time commitment is a cumulative approximation over a period of several months and includes the variation of support needed for each task. Board members may or may not exceed this threshold.*

---

### PRINCIPAL DUTIES & RESPONSIBILITIES

---

- Develop strategy for recruiting new members and retaining existing members.
- Oversee membership and committee functions. Recruit, train, and lead a team of Membership Ambassadors to be a part of the Membership Committee.
- Receive input/feedback from existing members via stay interviews; review and research trending industry topics to determine member motivators.
- Check in, track and verify attendance during all events using Wild Apricot.

- Offer guest passes as needed to attract new members.
- Oversee the creation and implementation of membership orientation quarterly for new and existing members and asynchronously for students or members geographically disbursed.
- Oversee the membership table during in-person or hybrid Chapter meetings, providing prospective members with information on the Chapter and benefits of membership.
- Prepare, choose and work with the VP of Communications to select a vendor to create promotional items for new member welcome packets and events.
- Add/update corporate bundles. Communicate with the bundle administrator to track member event attendance and engagement.
- Review the membership categories in Wild Apricot and report the number of members during board meetings. Review and assess if additional categories need to be added.
- Report current membership and solicitation efforts, including proposing membership sales and incentives. Review ATD national website and communicate with the VP of Communications to advertise membership sales (typically in March, May, August, and December).
- Develop a budget for membership activities.
- Encourage Power (dual) membership in the local ATD Chapter and national organization and ensure information is added to letter templates, announcements, etc.
- Draw random winner of member prize prior to a Chapter meeting. Announce the random winner of a member prize during Chapter meetings.
- Resolve membership issues in Wild Apricot.
- Archive inactive contacts in Wild Apricot bi-annually.
- Write membership solicitation materials for Chapter e-blasts, newsletters and website and submit to the VP of Communications 30 days in advance.
- Track all new members monthly and add their names to membership tracker and provide quarterly list to the VP of Communications to add to the newsletter.
- Suspend membership if the member does not renew after a reachout and 10 days after the membership expires.
- Review/update Membership letter templates bi-annually.
- Select Member of the Month, receive photo release form, bio and send out advertisement to the VP of Communications.
- Collaborate with the VP of Member and Community Engagement to plan member engagement activities during Member Appreciation Month (March).
- Assist and maintain Chapter Affiliation requirements.
- Collaborate with the VPs of Member and Community Engagement and Education to avoid event scheduling overlap.
- Collaborate with the Director of Technology to resolve Wild Apricot technical issues.
- Collaborate with the VPs of Communications and Administration to set up event announcements prior to/during membership events.
- Consult with the conference planning committee when necessary.
- Create, review and update Standard Operating Procedures (SOPs) related to role.
- Schedule and lead committee meetings.
- Maintain membership in local and national ATD organizations.
- Virtually attend and report on committee activities at most Board meetings.
- Participate in the annual in-person Board summit.
- Manage a fiscally responsible events budget.
- Plan educational events, including sharing topics and speaker ideas.

- Collaborate with the VP of Communications to advertise and promote events on the website and social media.
- Collaborate with the VP of Finance to secure appropriate funding for travel, events and reconcile expenses in a timely manner.
- Attend National Advisors for Chapters (NAC) virtual calls when available.
- Attend quarterly orientation sessions when available.
- Repost and advertise Chapter events on social media.

### **A successful Vice-President of Education will:**

---

- Possess strong assertiveness and collaboration skills.
- Implement programs that result in decreased membership expiration by 10%.
- Implement programs that result in increased membership by 10%.
- Be willing to travel, as the role involves visiting geographically dispersed areas within South Carolina to host and participate in events.
- Be an effective leader, as this individual will oversee a team of volunteers.
- Aim to have a minimum of three volunteers assigned to the Membership Committee to assist with administration. Identify additional volunteers as needed in areas around the state.
- Ensure the timely dissemination of event information to the Communications team 30 days prior to the event.
- Take proactive action to review web pages bi-annually to ensure they allow members to be kept informed of membership opportunities.
- Ensure that event venues across the state offer sufficient parking and align with diversity, accessibility and compliance initiatives when hosting an in-person membership event.

### **HELPFUL SKILLS**

---

Strong communication skills | Negotiation skills | Assertiveness | Excellent organization skills and leadership ability | Event planning and organizing | Detail-oriented | Familiarity with technology, including virtual platforms such as WebEx | Decision-making | Familiarity with Robert's Rule of Order | Reporting | Collaboration | Delegation | Retention | Recruitment | Change management

### **MEETING EXPECTATIONS**

---

The Vice-President of Membership is expected to attend all Board meetings, an annual board summit, one ALC (provided funding is available), a minimum of: four Chapter learning events, two special interest group events, two quarterly orientation sessions, one NAC call, and one community-based event.

### **Resources and References**

- [Membership Focused SOS Stories | ATD](#)
- [New Member Orientation | ATD](#)



- [Membership AmbassadorsROLEDESCRIPTIONS.docx](#)
- [Embedding Diversity into Chapter Operations](#)
- [Chapter Affiliation Requirements \(CARE\)](#)
- [ATD Post Event Checklist for Board Members](#)

**Email Address:**

[vp\\_membership@atdsouthcarolina.org](mailto:vp_membership@atdsouthcarolina.org)

Draft