Vice President for Member Services/ Membership

Position Summary:
The Vice President of Member Services/Membership manages the overall membership function including the design and implementation of programs that broaden membership engagement for the Suncoast Chapter, increasing membership by an identified goal, and retaining current members. This role promotes both local chapter and national membership, leads the Membership Committee, (which may include the VP for Programs, the VP for SIGs and GIGs and other volunteers, to plan and identify the year's membership recruitment programs and activities).

Term: One year, elected; optionally, can stand for re-election to the same Chapter Board position for up to two additional terms, but not more than three years in a row.

Supported By:
This position is supported by all members of the board, and at the same time this position helps to support all members of the board where able and needed.

Requirements:
- Basic ATD Involvement
    - Available in the local Tampa Bay area
    - Chapter member (same local chapter) in good standing
- Solid marketing and public relations skills
- 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
- Has a willingness to advocate the chapter
- Ability to seek others out as volunteers
- Represents chapter professionally and ethically in all business functions/organizational activities
- Time available to fully participate in most chapter programs and board meetings
    - See chapter bylaws for most up to date requirements for board meeting attendance and repercussions if unable to fulfill

Perks of Role:
- All Chapter Leader Conference (ALC) Registration and limited travel and lodging covered by chapter
- ATD National Membership paid for by chapter
- ATD Chapter Regular monthly events free of charge

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Time Commitments and Responsibilities:
Time commitments and responsibilities are broken up below into an initial time on task, then weekly, monthly, and annual time on task.

Initial Tasks *Approx 6+ hours*	
Google Email *(1 hour)*	● Add picture ● Setup signature line ● Create out of office messages
Google Drive *(1 hour)*	● Familiarize self with Google Drive folder/docs ● Ensure all board is aware of them and how to access them
Bylaws *(1 hour)*	● Familiarize self with bylaws
Social Media *(1 hour)*	● Follow chapter and national social media channels
Wild Apricot *(2 hours)*	● Get crash course in Wild Apricot software membership, events, reporting, etc. ● Learn how to sign up for events and pay ● Perform basic reporting from Wild Apricot ● Provide appropriate content copy and proofreading of the website to ensure accuracy and up-to-date information is provided to members

Weekly Tasks *Approx 3+ hours*	
Social Media *(30 minutes)*	● Share/retweet all relevant ATD chapter social media posts with your network ● Like all relevant ATD chapter social media posts
Weekly Follow Up Call *(1-2 hours)*	● Weekly touch point phone call with president to catch up on any updates and stay up to date in order to help where needed ● Communicate with administrative office about routine issues

New Member Orientation/ Welcome *(1-3 hours)*	• Send chapter information (Top 10 reasons) detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members • Send New Member welcome emails with next meeting information • Schedule phone calls or meetings with new members • Available to respond to new member questions as they arise

Monthly Tasks *Approx 10+ hours*	
CARE *(1-2 hours)*	• Work with President Elect and other Board members to ensure CARE requirements are met throughout the year • Contribute to the reporting of CARE requirements
Chapter Events (3 hours)	• Attend chapter events as offered
Chapter Board Meeting (1 hour)	• Attend the monthly board meetings. Each board member will have their turn to present updates. • Communicate with the Board of Directors about routine issues • Present scorecard
NAC calls/meetings (1 hour)	• Attend national ATD leadership calls/meetings
Monthly Scorecard *(1-2 hours)*	• Scorecard creation/distribution: Provide member reports to President and Board with membership and renewal numbers • Prepare report and scorecard for monthly chapter board meeting • Track new, renewed, and expired memberships and reports to board on a regular basis • Monitor Wild Apricot membership database throughout the year (activate new members, adjust corporate membership, etc.) ○ Work with Webmaster to keep website updated
Member Retention *(1-2 hours)*	• Implement programs that result in decreased membership expirations • Ensure processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal • Increase member renewal by a stated amount

	● Monitor renewal reminders and send follow ups monthly
Member Recruitment/ Promotion *(1-2 hours)*	● Lead the Membership Committee, which includes the VP for Programs, the VP for SIGs and GIGs and other volunteers, to plan and identify the year's membership recruitment programs and activities ● Handle email or phone inquiries about membership (corporate, individual, student) ● Work with SIGs and GIGs (if applicable) to promote memberships at various interest group events. ● Partner with other committees (marketing, programs) to highlight the value to becoming a member
Member Satisfaction *(1-2 hours)*	● Provide services that will enhance new members acculturation to the organization ● Conduct needs assessment and member satisfaction surveys on an annual basis, reports results and make recommendations to the board

Annual Tasks *Approx 9+ days*	
All Leaders Conference (ALC) - National *(3 days)*	● Attend ALC, typically in the fall ● Participate in Chapter Leader Day at ALC
Succession Planning - Chapter *(1+ day)*	● Recruit and mentor potential Board candidates to ensure the future of the chapter ● Recruit and train incoming vice president of membership ● Recruit and train volunteers to support membership functions ● Constantly update personal knowledge of ATD strategies and operations
Strategic and Operational Annual Planning Session(s) - Chapter *(1+ day)*	● Set annual goals for managing chapter administration in collaboration with the president ● Provide input to help other board members (program ideas, contact introductions, etc.)
ASCEND Annual Conference - Chapter *(1 day)*	● Assist as needed with the annual conference (unless Board votes to not hold an annual conference)
Annual Membership	● Coordinate annual membership drives (National Member

Drive	Drive and/or Power Memberships and more) to attract
(3-4 hours total)	national members to the chapter and to increase dual memberships within the chapter

ATD Resources
- Chapter Leader Community (CLC)
  - https://www.td.org/chapters/clc
- National Advisors for Chapters (NAC):
  - https://www.td.org/chapters/clc/national-advisors-for-chapters
- Chapter Affiliation Requirements(CARE)
  - https://www.td.org/chapters/clc/care
- Sharing Our Success (SOS)
  - https://www.td.org/chapters/clc/sos
- Leader Connection Newsletter (LCN)
  - https://www.td.org/chapters/clc/lcn
- Toolkits
  - https://www.td.org/chapters/clc/toolkits