



TERMS OF REFERENCE MEMBERSHIP CHAIR

Creation Date: March 19, 2015

Revision Date: March 9, 2020

Purpose/Role:

The Membership Chair accepts responsibility for the chapter's year-end membership statistics. His/her role is to focus on growth and retention of the membership, and continuously strengthen the membership benefits package.

Responsibilities:

- Study current chapter statistics – determine strengths and weaknesses;
- Set a goal for the number of new members to be recruited and the percentage of current members to be retained – familiarize yourself with the chapter “incentives” program and use the information when setting goals;
- Develop a recruiting and retention plan, capitalizing on strengths and shoring up weaknesses;
- Work closely with the President when setting goals and developing the plan;
- Work closely with International Headquarters (IHQ) to ensure that you take advantage of all resources available to chapters;
- Include the Chapter Diversity Chair in development of the plan to ensure that recruiting efforts result in a diverse membership;
- Review the plan with the Chapter Board of Directors – get Board support and determine budget allotted to recruiting and retention efforts;
- Recruit volunteers from the chapter membership to assist in executing the plan;
- Use the online reporting system provided by International Headquarters to monitor progress and resolve discrepancies in membership statistics;
- Keep accurate records;
- Report to the Board of Directors regularly;
- Develop a plan to keep all those new members – develop a “stewardship” plan that will make all members feel valued
- Enlist as many volunteers as necessary to see that new members receive “welcome” calls, or to make periodic “member satisfaction” calls;
- Use the New Member Orientation guidelines provided by IHQ;
- Work with the Professional Development Chair to ensure that at least one monthly event focuses on the benefits of AFP membership – or institute a 5-minute “member benefit” segment at monthly events;
- Ensure that any negative comments made by members during recruiting, retention or member satisfaction surveys are brought to the attention of the Board of Directors to be addressed as the Board sees fit;
- Turn over to the successor all chapter records and/or property immediately upon completion of term or resignation prior to completion of term.

Membership:

- The AFP Ottawa Chapter Membership Chair is a member of the AFP Ottawa Chapter;
- The AFP Ottawa Chapter Membership Chair is a member of the Board of Directors;

Accountability:

- Manages and oversees the Membership Committee
 - *Length of volunteer terms on the Membership committee are determined by the Membership Chair*

Meeting schedule and Time Commitment:

- The AFP Ottawa Chapter Membership Chair is expected to attend:
 - Monthly Board of Directors meetings
 - The Annual General Meeting (typically scheduled in May of each year);
 - The AFP Board Orientation Meeting, (typically scheduled in June of each year).

Policies: Reference AFP Ottawa Chapter by-laws

Evaluation:

The terms of reference shall be reviewed annually from the date of approval

They may be altered to meet the current needs of all committee members, by agreement of the majority