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## I. Welcome & Introductions

## II. Roles and Responsibilities

### Key Roles

- New Member Recruitment – promote member benefits to potential members and maintain or increase chapter member levels.
- Member Retention – ensure that current members are receiving value from their membership and will renew each year.
- Information Management – Record and maintain the database of chapter members.

### Key Tasks to support the Key Roles

- Recruit and manage a Membership Committee – responsible for all committee activity pertaining to membership. Membership Committee members can support the VP of Membership in completing all Key Tasks below.
- Maintain membership data, including names and addresses, for the annual chapter membership directory
- Maintain a marketing database of prospective new members for marketing and recruitment efforts
- Promote the two International Membership Drives each year in December (7 months for \$199/\$149 and \$50 application fee is waived) and May (13 months for \$399/\$299 and \$50 application fee is waived).
- Set up the **two** optional 10-day Membership Drive for your Chapter – Period when the Chapter can waive the \$50 Application Fee—Contact ISES HQ to get the dates approved.
- Compile and distribute information packages to potential new members
- Contact all potential members to follow up with membership
- Forward completed new member or renewal applications to International—DO NOT HOLD APPLICATIONS
- Send local correspondence to welcome New Members and introduce them to membership benefits
- Encourage all members to join a committee. Member retention is directly related to value received from membership. VP of Membership and the Membership Committee can increase perceived value by encouraging members to get involved on committees, attend meetings regularly and understand and utilize member benefits.
- Responsible for updates and edits to the chapter membership roster.
- Remind members to renew their memberships. **All** ISES memberships expire on June 30 of every year.
- Follow up with non-renewals (lists are provided regularly by International) and encourage to renew or collect feedback about why they are not renewing.
- Track membership statistics and watch for downward trends in numbers. Report membership and retention numbers to the board monthly.
- Generate regular articles for the newsletter regarding membership promotions.
- Survey the membership regarding members' opinions and attitudes of the Chapter and Headquarters.
- Develop a budget each year that includes line items such as communication to members, mailings, printing, and incentives for membership drives, among others.
- Develop yearly goals for the Membership committee.

## III. Discussion

- Best practices for membership drives and retention
- Membership engagement
- Bringing value to the members

## IV. Questions??