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**Position Title: VP Membership Effective: 1/1/2022**

**Reports to: Chapter President Status: Volunteer**

**Level: Board Member, Chapter Term: 2 years**

**Position Summary:**

Provide strategic direction to the membership function to successfully achieve an increase in Chapter membership. Responsible for planning, organizing and directing a program that ensures individual member retention and growth in overall membership based on the established strategic goals of the chapter.

Play the key role in maintaining the health and growth of your Chapter membership. Work with President and chapter leadership (and SHRM National) to engage existing members and attract new members. Execute membership acquisition and renewal campaigns on an ongoing basis. Be the face of Membership for your chapter!

Assist HR professionals and businesses excel through utilizing membership benefits. Engage members through chapter activities. Expand chapter outreach through connections with those that could benefit from membership.

**Responsible To:**

* The members of the chapter
* The chapter president
* The State Council Membership Director

**Position Responsibilities:**

1. Create, manage, and supervise Chapter membership efforts, including recruitment, engagement, and retention efforts.
2. Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
3. Monitor and share membership metrics with the board so that you can see increases or decreases in membership in a timely fashion and take action as appropriate.
4. Be an active board member by providing membership updates and information at every chapter event and board of directors’ meetings.
5. Develop and execute short-term and long-term membership strategic plans.
6. Develop and maintain an active and ongoing campaign to retain members.
7. Develop, implement, and manage member care programs.
8. Develop and implement member recruitment and new member orientation programs.
9. Develop and implement member retention and hospitality programs.
10. Develop outreach program to all prospective members SHRM At-large members (SHRM members who are not members of any chapter) in our area and invite them to our chapter events.
11. Encourage At-Large (SHRM members in the area who are not chapter members) to join the chapter.
12. Help members and potential members learn about the value of membership and how this can advance their career and benefit their organization.
    1. Provide information about dual membership benefits on the chapter website, chapter social media sites, and in the chapter newsletter (if applicable).
    2. Reinforce key membership benefits by sharing at every meeting – it's amazing how quickly people lose sight of various benefits, so you have to remind them!
13. Provide opportunities for members to connect as this has a direct correlation to membership retention and engagement. These are key activities that improve year over year renewals:
    1. Host New Member Onboarding meetings/webinars so members get the most from their SHRM and Chapter Membership.
    2. Schedule ongoing networking events for members and prospective members.
14. Respond to requests for information about membership through telephone calls, personal contacts, and correspondence.
15. Manage the membership list and directory to ensure its up-to-date and changes are provided to SHRM.
16. Utilize the data to provide information to other board members such as positions held, industries represented, etc. This will guide the chapter in event planning and other activities.
17. Meet and greet new members at monthly chapter events and get to know members.
18. Ensure chapter meets minimum SHRM affiliation requirements.
19. Check periodically with members whose email addresses no longer work to obtain their updated information.
20. Maintain the member calling tree database and communicate with the board of directors.
21. Assist with new, delinquent, and past member follow up.
22. Carry out ad hoc assignments of president (e.g., membership promotion, recommendation of membership criteria changes, etc.).
23. Monitor non-member attendance at events and follow up accordingly.
24. Act as a liaison between the board of directors and the committee leaders.
25. Learn from other chapters and share your chapter’s successes and challenges. Work with the State Council Membership Director to connect to other chapters.
26. Take an active role in the human resources community to provide information about the value of membership.
27. Maintain communication with the state council membership director and SHRM staff as needed.
28. Participate in the SHRM Membership Core Leadership Area conference calls and webcasts.
29. Represent the chapter in the human resource community.
30. Attend all monthly membership and board of directors’ meetings.
31. Upon completion of the position’s term, assist the incoming Vice President of Membership to assure a smooth transition of responsibilities and continuity of knowledge and resources.
32. Performs other related projects as agreed upon.

**Requirements:**

* Must be an SHRM national and Chapter member in good standing for entire term of office.
* Must be willing to attend SHRM functions and work in a consistent timely fashion.
* Must be SHRM or HRCI certified or pursuing certification.

**Resources Available:**

SHRM supplies the following resources for chapter Membership Directors:

* Auditing Your Chapter Roster
* SHRM Affiliate Program for Excellence (SHAPE) Planning Workbook
* Chapter Best Practices
* Involving Senior HR Professionals
* Fundamentals of Chapter Operations
* SHRM Membership Recruitment and Retention Toolkit

# **Resources for Maintaining Your Chapter Membership**

## [Sample Dual Membership Plan](https://higherlogicdownload.s3.amazonaws.com/SHRM/5daba5d4-58eb-4d01-93e8-648c8ae262c4/UploadedImages/SHRM_AFFILIATE_DUAL_MEMBERSHIP_PLAN_SAMPLE.docx)

[CDF - Primary Chapter Designation Form](https://shrm.formstack.com/forms/shrm_primary_chapter_designation_form)  
  
[Membership Update Template](https://higherlogicdownload.s3.amazonaws.com/SHRM/5daba5d4-58eb-4d01-93e8-648c8ae262c4/UploadedImages/Membership_Update_Template.xlsx)  
  
[Process to Modify a Chapter’s Service Area/Established Zip Code Range(s)](https://higherlogicdownload.s3.amazonaws.com/SHRM/5daba5d4-58eb-4d01-93e8-648c8ae262c4/UploadedImages/Process_to_Amend_Chapters_Established_Zip_Code_Ranges.pdf)  
  
To learn about the resources below, please contact your [Member Engagement Associate](https://community.shrm.org/Go.aspx?MicrositeGroupTypeRouteDesignKey=1deed706-50dc-4b6c-aca7-a96bc4f2c7e2&NavigationKey=db27ac25-3d53-4f79-8906-e6e187537de8) (MEA) for additional guidance:

* Internal At-Large Request
* SHRM In-Chapter Report
* [Expired Member Report](https://shrm.formstack.com/forms/atlarge_and_expired_members_list_request_form)
* Chapter Demographics

And MUCH MORE…available online at the SHRM’s Volunteer Leader Resource Center at vlrc.shrm.org

**Note:** Check for new and updated resources that are continually being developed.