**Chapter Leader Position Description and Resources:** VP/Director of Membership

**The purpose** of this document is to provide guidance and resources for chapter leadership roles.

**How to use this document:** Customize this document to fit your chapter role.

**Position Description:**

The Vice President of Membership manages the overall membership function including the design and implementation of programs that broaden membership engagement for the chapter, increasing membership by an identified goal, and retaining current members.

**Time Commitment:**

**Term:** One year

**Estimated Time Requirements per month:**

* Attending board meetings: 2 hours plus travel time
* Lead and attend membership committee meetings: 1-2 hours
* Attend monthly chapter meetings: 1-2 hours
* Communicate with administrative office about routine issues: 2-4 hours

**Responsibilities:**

**Member Recruitment/Orientation**

* Create prospect and new member packets detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
* Ensure new member orientation occurs on a regular basis with board and committee members available to answer questions regarding the organization
* Coordinate distribution of membership packets, including current rosters and member benefits.

**Member Retention**

* Implement plans to help decrease 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
* Track and provide data around member retention and turnover

**Member Satisfaction**

* Provide services that will enhance new members acculturation to the organization
* Conduct needs assessment and member satisfaction surveys on a regular basis, report results and make recommendations to the board

**Training**

* 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

**Board Participation**

* Partner with committees (ex. marketing, programs) to highlight the value to becoming a member
* Attend and participate in all monthly board meetings and chapter programs.
* Track new, renewed, and expired memberships and reports to board on a regular basis
* Participate in other chapter events, committee meetings, and conferences as available
* Represent chapter professionally and ethically in all business functions/organizational activities

**Skills:**

* Member of ATD and chapter
* 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
* Time available to fully participate in chapter programs and board meetings
* Has a willingness to advocate the chapter
* Ability to seek others out as volunteers

**Resources:**

**Know The Role**

Review your chapter bylaws

Review your chapter’s Standard Operating Procedures (SOPs)

[Annual Membership Survey Job Aid](https://www.td.org/chapters/clc/toolkits#:~:text=Annual%20Membership%20Survey%20Job%20Aid)

[Engaging Students and New Professionals Toolkit](https://www.td.org/chapters/clc/toolkits#:~:text=Engaging%20Students%20and%20New%20Professionals)

[Onboarding Toolkit](https://d22bbllmj4tvv8.cloudfront.net/ff/bf/cadd1e2746cb82db14f4b9fba439/onboarding-toolkit-edited-2021.pdf)

[Membership on the ATD Store](http://www.td.org/MembershipOnTheStore)

[DEI Resources](https://www.td.org/embedding-diversity-equity-and-inclusion-into-chapter-administration-and-operations)

[Business Acumen Development](https://www.td.org/chapters/clc/board-development#:~:text=Business%20Acumen%20Development)

[Member Experience Journey](https://www.td.org/chapters/clc/board-development#:~:text=Member%20Experience%20Journey)

**CARE**

[Home](https://www.td.org/chapters/clc/care)

[Quick List](https://d22bbllmj4tvv8.cloudfront.net/9d/45/7a0d37f144f7b52a62831cd9337f/2022-care-quick-list.pdf)

[Power Membership Resources](https://www.td.org/chapters/clc/powermembership)

**ATD Micro Courses**

Leadership Competencies

Powerful Storytelling Techniques

Leading Successful Teams

**Additional ATD Resources:**

[Chapter Relations Manager (CRM)](https://www.td.org/chapters/clc/chapter-services-team)

[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)

[Chapter Leader Community (CLC)](https://www.td.org/chapters/clc/sos)

[Leadership Connection Newsletter (LCN)](https://www.td.org/chapters/clc/lcn)

[Toolkits](https://www.td.org/chapters/clc/toolkits)

[Chapter Leader Webcasts](https://www.td.org/chapters/clc/chapter-webcasts)

[Key Dates](https://www.td.org/chapters/clc/key-dates-for-chapter-leaders)