

MEMBERSHIP CHAIR

Position Summary:

Manage the annual membership drive which seeks to retain and grow chapter membership.

Responsible To:

The members of the chapter
The chapter president
State council membership and at-large director

Responsibilities:

- Respond to requests for information about membership through telephone calls, personal contacts, and correspondence.
- Recommend ideas to increase membership (chapter and national).
- Coordinate the annual membership drive and secure assistance from other Board members.
- Coordinate the follow-up with members who do not renew.
- Maintain supplies of membership materials: applications, informational brochures, etc.
- Obtain quarterly lists of at-large members (SHRM members who are not members of any chapter) in your area through the online request form. Source those lists to invite at-large members to your chapter events.
- Participate in the SHRM Membership Core Leadership Area conference calls and webcasts.
- Attend all monthly membership and board of directors meetings.
- Assist with coordinating speakers and topics for programs.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.

Resources Available:

- SHRM supplies the following resources for chapter membership/at-large directors
 - At-Large Initiative
 - Auditing Your Chapter Roster
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Involving Senior HR Professionals
 - SHRM Leaders Guide
 - SHRM Membership Recruitment and Retention Toolkit

And MUCH MORE...available online at www.shrm.org/vlrc