

ATD-PHL Board Member Job Descriptions

The Vice-President of Membership:

Member Recruitment/Orientation

- Creates prospect and new member packets detailing top benefits of joining the organization, and upcoming opportunities to meet other prospects/members
- Ensures new member orientation occurs on a regular basis with board and committee members available to answer questions regarding the organization and assist in helping participants build their network
- Coordinates distribution of membership packets, including current rosters and member benefits
- Manages courtesy follow up contact via phone/email to NMO attendees

Member Retention

- Implements programs that result in decreased membership expirations
- Ensures processes are in place to follow up with members whose annual membership is about to expire, and advocates renewal
- Increases member renewal by a stated amount

Member Satisfaction

- Provides services that will enhance new members acculturation to the organization
- Conducts needs assessment and member satisfaction surveys on a regular basis, reports results and make recommendations to the board

Training

- Recruits and trains incoming Vice President of Membership
- Recruits and trains volunteers to support membership functions
- Constantly updates personal knowledge of ATD strategies and operations

Board Participation

- Partners with other committees (MARCOM, Programs, etc.) to highlight the value to becoming a member
- Attends and participates in all monthly board meetings and chapter programs
- Tracks new, renewed, and expired memberships and reports to board on a regular basis
- Participates in other chapter events, committee meetings, and conferences as available
- Represents chapter professionally and ethically in all business functions/organizational activities