DIRECTOR OF MEMBERSHIP RETENTION

Leadership Expectations

<table>
<thead>
<tr>
<th>Management</th>
<th>Leadership Skills</th>
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<tr>
<td>• Strategic planning</td>
<td>• Facilitation</td>
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<td>• Develop and support Membership department</td>
<td>• Collaboration</td>
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<td>• Target future leaders within existing board, committees and membership</td>
<td>• Promoting</td>
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<td>• Schedule transition time with incoming director</td>
<td>• Preparing</td>
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<td>• Task-oriented</td>
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<td>• Motivational</td>
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<td>• Execution</td>
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Term: One year or as determined by the Board of Directors and Chapter Bylaws

Eligibility:
• Member in good standing
• Willing to give the time, energy, talents and enthusiasm required of the position

General Responsibilities:
• Serve as voting member of Board of Directors
• Provide direction and leadership for the chapter's program to maintain and increase MPI membership
• Work with staff to maintain a current roster of chapter members
• Report on the strategies, successes and challenges of recruiting and retaining members
• Support and defend policies and programs adopted by the Board of Directors
• Conduct transition meeting with successor
• Perform other duties that may be delegated by the VP of Membership, Chapter Membership and/or Board of Directors

Specific Responsibilities:
• Reach out to cancelled members and guests in the last 3 years to invite to monthly events.
• When reaching out to cancelled members ask why they cancelled and how we can get them back in our membership
• Email or call non-members who are registered for each monthly event
• Talk to each non-member in attendance at the monthly events
• Email or call to recap event and thank them and talk more about how they can become a member and see what they want out of their membership
• Set up in person meetings or call with interested attendee or member lead
• Keep up to date on potential member list
• Reach out to local universities who have hospitality, event, or tourism programs to talk about student chapters associated with our chapter
• Reach out to student members to inform them on the student in transition program
• Complete Board Trainings through MPI Global

Reports to: VP of Membership

Time Commitment:
• Regular attendance at monthly meetings, chapter activities and functions
• Attendance at Board meetings and retreats
• Attend All Hands Global Calls

Resources/Forms
• Membership Reports; Global, Paragon, Chapter
• 18 month calendar
• Spreadsheet of draft member list from previous year
• Membership recruitment and retention documents from previous year
• Volunteer Spreadsheet
• Chapter Leader Resources Page
• Communication Request
• Chapter Dashboard
• Google Drive
• Board Reports
• Business Plan
• P&L
• Check Requests Document