

# DIRECTOR OF MEMBERSHIP RETENTION

## Leadership Expectations

<b>Management</b>	<b>Leadership Skills</b>
<ul style="list-style-type: none"><li>• Strategic planning</li><li>• Develop and support Membership department</li><li>• Target future leaders within existing board, committees and membership</li><li>• Schedule transition time with incoming director</li></ul>	<ul style="list-style-type: none"><li>• Facilitation</li><li>• Collaboration</li><li>• Promoting</li><li>• Preparing</li><li>• Task-oriented</li><li>• Motivational</li><li>• Execution</li></ul>

*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