



Membership and Outreach Committee Description

Purpose:

This Committee's task is to develop a comprehensive membership recruitment and retention plan and improve the overall membership experience

Time Commitment:

This Committee meets on a monthly basis. May require periodic emails or phone calls to new Superintendents/Commissioners. Personal visits to new/current Superintendents/Commissioners, when possible, is encouraged, not just for Committee members to perform the task, but for all Superintendents/Commissioners to participate.

Responsibility & Procedures:

- Develop and implement recruitment strategies to attract new members
- Continuous thought and consideration for updated methods/tools to reach/recruit and maintain members
- Highlight the unique benefits of membership (i.e. networking opportunities, resources, etc.)
- Research and recommend new or different benefits that can be offered
- Identify Members needs and coordinate changes with the Committee
- Foster connections among members by encouraging networking and interaction.
- Welcoming new members and facilitate onboarding
- Develop and implement outreach strategies to promote the Association and its benefits.
- Identify and address reasons for member attrition
- Assist with methods to recruit former members to re-join or engage with the Association
- Make it a priority to personally reach out and keep everyone connected

Goals:

To recruit and retain membership in the Association

Support:

This committee is supported by Association staff

Co-Chair:

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