

Chapter Board Job Descriptions – Membership Director

General

The Membership Director is the Chairman of the Membership Committee and is appointed by the chapter President with approval from the Board of Directors or elected by the chapter. Please review your chapter bylaws to determine how this position is filled. There are two main charges thrust upon the Director and the committee: 1) Continued growth of the chapter and the Association by adding to the membership; and 2) Retention of membership within the chapter and the Association.

General Duties

Below is a list of general duties for the office of Membership Director.

1	Appoint the Membership Committee members and direct the activities of the committee. For complete information on the committee functions, please see the Committees section of the Chapter Operation e-Handbook site.
2	In consultation with the Board of Directors, formulate the chapter membership policy and operate in conformity with this policy.
3	Direct the search for and approach prospective members.
4	Maintain current membership roster. Assist members with change of address information to ARMA HQ as needed.
5	Maintain close contact with the Member Services Department to ensure understanding of association membership policies and plans.
6	Appoint a subcommittee for the purpose of corresponding with members regarding meeting attendance, membership renewal, and other chapter activities.
7	Serve as advisor to and coordinate the activities of the Hospitality Committee.

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Meeting and Chapter Operations Duties

Below is a list of Meeting and Chapter Operation duties for the office of Membership Director.

1	If the Chairman, or Membership Director, serves as a full voting member of the Board of Directors, he/she should attend all meetings of the Board of Directors and the general membership.
2	At each chapter meeting, the Membership Director, or a member of the committee appointed by the Director, should sit at the registration table in order to be aware of new or prospective members.
3	Receive reservations for all chapter meetings, using meeting attendance forms for members and prospective members. <ol style="list-style-type: none">The meeting attendance form must be completed for all members/guests/prospective members, as this is vital to the prospect list.Name tags are to be provided for all members/guests/prospective members showing name and ARMA office.Prior to the meeting, copies of attendance sheets are furnished to the Treasurer, Secretary, and Hospitality Chairman. After the meeting, the attendance sheets are furnished by the Treasurer to the President and the Awards Committee Chairman.

Membership Processes

In addition, these duties are expected of the Membership Director:

- Maintain liaison with the members to see that they are properly oriented to chapter activities, are active in programs, and that membership retention is achieved.
- Understand online applications and payments process.

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Tips on Serving the Members

It is important that the Membership Director talk directly with the members. The valuable information received from talking with them can be used to change or enhance the services the chapter provides to members.

New Members

Below are a few ideas to help make new members feel welcome:

- Personally invite new members to their first chapter meeting. Be sure to meet them and introduce yourself — they'll be looking for someone they know. To make their introduction more meaningful at their first meeting, have the member tell the chapter about their company, position, and major responsibilities.
 - Pair a new member up with an established member. Be sure to select someone in an industry that is similar to the new members'.
 - Introduce new members in your newsletter and/or website.
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Keeping Contact Info Current

Many of the benefits that HQ and the chapters are dependent on having accurate contact information for members. HQ makes concerted efforts to maintain current information. Below are a few ways to ensure that chapter members are getting the most from their membership:

- Urge members to update their information in the My ARMA section of the ARMA website as soon as it changes. Members access this area by using their current email address and password. Many communiqués to the members are accomplished via e-mail, and it is important to keep the addresses as current as possible in the database.
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Minimize Non-renewals

Contact these members personally, as most times the non-renewal is simply an oversight and can be rectified with a quick phone call or e-mail. If there is another reason for the non-renewal, try to find out from the member what that reason is. Perhaps the chapter meeting times were not convenient for them or their issues were not being addressed. The more information that can be gathered, the more likely the problem can be fixed.

You can keep track of these members by reviewing their expiration dates on the monthly rosters. These dates move forward one year when payment is received. There is also the Termination Email that is sent to chapters when a member is entering their 60 day grace period.

Recruitment

Recruitment is the key to ensuring that your chapter constantly has new energy and interest in the chapter. Current chapter members are the best recruitment tools you have! The majority of your new members will hear about ARMA through direct contact with members. It is important to keep chapter members energized and enthused about marketing ARMA International to others. Make sure they recognize their role in the chapter's recruitment efforts and use every available opportunity to recruit members.

Assessing the Focus

Before a membership recruitment campaign is implemented, there should be an assessment of where that focus should be. Once a targeted audience is identified, the recruitment plan and goals can be set.

To assess the focus, consider these questions:

1. What is the size of your community or geographical area?
 2. What types of industries are prevalent in your community?
 3. What business and organizations in your community are not represented within your membership?
 4. What types of industries are not represented within your membership?
 5. What is the current economy of your area?
 6. Are there any obstacles to records and information managers becoming members of ARMA International?
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