

April 25, 2023

MEMBERSHIP VICE-PRESIDENT JOB DESCRIPTION

Job Description:

- Actively work at membership recruitment, retention and orientation

Responsibilities:

1. Recruitment –
 - a. Follow-up per email with names of potential members referred, and provide information/answer questions about AAUW.
 - b. Follow-up with new member after National notifies someone has joined. Can also check membership roster on the AAUW.org site for a new member.
 - c. Request “national only” AAUW membership list – follow up with members to invite them to Mid-peninsula branch.
 - d. Identify new ways to recruit new member.

2. New member introduction
 - a. Send the *branch application* and *membership information* forms to new members & ask them to complete and return.
 - b. The *branch application* is sent with dues to the Membership Treasurer (if dues not paid on-line).
 - c. Notify following of new member, including contact information
 - i. Membership Treasurer
 - ii. Directory Editor
 - iii. Director of Internal Communications
 - iv. Neighborhood coordinator to assign neighborhood
 - v. Neighborhood chair (once neighborhood is assigned)
 - vi. Interest section coordinator/chair(s) specific to interests new member listed
 - d. Interview new member & submit a TRIAD newsletter introductory/welcome article to Triad Editor; include photo (jpeg).
 - e. Plan a “welcome Coffee” for new members with those in their neighborhood & Board members.

3. General membership meetings held in-person
 - a. Monitor the membership table and provide:
 - i. Sign-in sheets for members and guests
 - ii. Brochures and hand-outs
 - iii. ID badges for members & guests (responsible for maintaining up-to-date badges)
 - b. Arrange for “greeters” at each general meeting to help new and/or prospective members to feel welcome.
 - c. Formally introduce the new member(s) at the general meeting. President could do it.

- d. Preside at meetings in the absence of the President and Program Vice President.
 - e. Remind Program chair to advertise an open meeting in which new members will pay reduced national fees. Ask for time at a general meeting to announce reduced National fee and total amount to join.
 - i. Display information on the past accomplishments of our branch
 - ii. Ask board members & interest section leads to talk with potential members about our branch.
4. Maintain blue book & on-line folder for all new members – copy of *branch application, membership information* form, TRIAD article, & photo
 5. Advertising material: request pamphlets, handouts, and business cards from Board and assist with design and order.
 6. Attend Mid-Peninsula Executive board meetings and report on membership activities.
 7. Work with VP Membership Treasurer so that if either is unable to attend the Board meeting (Executive Committee) the other can give the report.
 8. May develop a *Membership committee or request chairs to assist with duties.

Actions to Consider:

1. Hand out Mid-peninsula brochures to teacher's boxes or lounge. Historically, haven't had luck distributing at local libraries or churches
2. Plan informal get together at outside park, community center, etc.
3. Look into staffing or sharing a table at local fair, farmer's market, etc. to give out AAUW material

Member of: Board (Executive Committee)

Chair of: Membership Committee*

Deadlines:

1. Monthly Triad deadline (15th of the preceding month) with new member information or member data changes
2. End of Year Report for incoming VP Membership in June

Job Requirement:

Computer skills – Ability to use word processing and email. Excel skills useful.

People skills

***Membership Committee** may include:

- Membership Treasurer
- Hospitality Chair
- Neighborhood Coordinator
- Others from general membership