

Membership Committee

General

A Chair and six members are appointed by the President. No two members should be from the same state. Committee members are appointed by the President for two year terms and appointments are staggered to provide continuity. New members are appointed within two months following the annual meeting. Committee appointees should have been active in MPLA for at least three years in order to be knowledgeable about people and concerns in the area. If possible, there should be representation from the state(s) in which conference(s) will be held.

The Chair should have served on the committee at least one year. When possible, the Chair should be appointed from one of the second year committee members to serve a third year on the committee.

The Membership Committee has two major goals:

1. Promotion of new membership.
2. Retention of members

The duties of the committee in furthering these goals are closely tied in with those of the Executive Secretary, the State Association Representatives, the Newsletter Editor and the Webmaster. Close contact and communication should be maintained among all four; the Webmaster, Executive Secretary and the Newsletter Editor are ex-officio members of the committee.

Post-Conference Duties and Activities

New Members

1. Set measurable goals for recruitment of new members for the year and review or develop strategies to reach goals.
2. Review content of packets sent to new members and recommend additions of changes that will help new members connect with MPLA.
3. Recommend to the President a moderator from among the Membership Committee members; work with Webmaster and Executive Secretary to register new members; plan, promote and sponsor discussions for new members for the year.
4. Propose a conference program for new members at the conference; plan, sponsor and promote the program if it is accepted.
5. Work with the state representatives to be sure every new member gets a personal contact from a

committee member, state representative, or other MPLA member to welcome them to MPLA, answer questions, and tell them how to work with the organization.

6. Review membership goals and objectives in the current Long Range Plan and develop strategies and actions to accomplish goals.
7. Review membership brochure and plan to update it as necessary.
8. Develop strategies to help get first-year members to the annual conference.

Retention of members

1. With the Executive Secretary, set up reports for collecting membership information, such as total years of membership, renewal data, effectiveness of programs that recruit new members and the retention rate of members. Review and analyze reports.
2. Develop ways to acknowledge those who achieve membership milestones (10, 15, 20 year members, for example).
3. Review renewal process, notices, and information that is sent to members for impact and improvement.
4. Survey those members who do not renew to find out reasons and address them in future plans.
5. Develop plans to assure that members continue to re-join.
6. Review current Long Range Plan for goals that relate to retention of members and plan strategies to accomplish objectives.

Conference Duties and Activities

1. Convey all relevant materials to the incoming Chair.