



Membership Council Chair

This position is appointed by the President and approved by the Board of Trustees. The Membership Council Chair is a member of the Board of Trustees and serves as the Executive Officer of the Membership Council. The purpose of the Membership Council is to create, develop and communicate effective tools and strategies that will assist state and local chapters for recruiting and retaining members. These will enhance the membership experience as value added benefits. The Membership Council will work together with all other national committees to develop sound strategies to show the value of membership and grow the association. The Membership Council is a standing committee.

Along with the Membership Council, the chair serves on the Board of Trustees and other NABIP bodies. The chair will direct the policymaking efforts of the council as well as serve as Chair of the Membership Management Team (MMT). MMT establishes goals and directions for the council. The chair works directly with the membership and retention chairs of each region regarding state and local issues within their respective regions. The Chair also works closely with all committee chairs and with the staff liaisons.

Information about the Membership Council structure and can be found in Policy & Procedure (P&P) *Membership Council Structure* #06-01-MB.

The Chair will:

- Provide membership reports and updates to the Board of Trustees.
- Assign tasks to the council and monitor the group's progress and hold each council member accountable.
- Lead council calls and in-person meetings.
- Ensure that council members are attending events and calls as required.
- Communicate regularly with the vice-chair and council members to ensure that broad-based goals are being accomplished.
- Work with the council on the development of national membership recruitment and retention campaigns.
- Assist with the identification of member benefits and resources that add value to membership.



- Arrange for the council to evaluate its work at the end of each year – or at completion of its task – to determine whether it accomplished its goals, and what worked and what didn't work.
- Attend all Board of Trustee meetings, Membership Council meetings, MMT meetings, Budget Meeting (September or October), Annual Convention and Capitol Conference.

Staff Liaison will:

- Train Council as necessary on membership policy and procedures. Including the use of eCommerce.
- Take meeting minutes and report membership counts and trends to the council.
- Report on progress of recruitment and retention campaigns.
- Work with the chair and Council to develop membership communications.
- Market and promote national membership campaigns through NABIP outlets.
- Provide various membership reports as requested.
- Support the Council with all membership endeavors.