



Vice-President, Membership

The Vice President of Membership is an elected officer and key leadership position on the Board of Directors, responsible for overseeing the chapter's membership strategy and activities. This role involves driving membership growth, engagement, and retention, as well as ensuring that members are aligned with and actively supporting the chapter's mission.

The Vice President of Membership works closely with the President, President-Elect, the Board, and Committee members to develop and implement initiatives that enhance the value of membership and foster a strong and engaged HR community. The Vice President of Membership serves as the face of the membership and works closely with the chapter leadership and SHRM National to engage existing members and attract new members.

Responsible to:

- President
- Chapter Membership

Key Duties and Responsibilities:

Membership Growth and Retention

- Develop and implement strategies to recruit new members, ensuring the chapter's membership continues to grow and diversify.
- Oversee initiatives to retain existing members, including creating and promoting programs that enhance member satisfaction and engagement.
- Analyze membership trends and data to identify opportunities for growth and areas for improvement in retention efforts.

Member Engagement and Value

- Design and lead programs and networking events that increase member involvement, engage prospective members, and foster a sense of community.
- Work with the Board to develop and promote benefits that add value to membership, ensuring that members receive a strong return on their investment.
- Establish and maintain communication channels with members, gathering feedback and ensuring their needs and expectations are being met.

Leadership and Collaboration

- Collaborate with the President, President-Elect, and other Board members to align membership strategies with the chapter's overall mission and goals.
- Lead and support membership committees, providing guidance, resources, and direction to ensure their effectiveness.
- Represent the membership perspective in Board discussions, ensuring that decisions reflect the interests and needs of the broader membership base.
- Collaborate with the State Council Membership counterpart to connect with other regional chapters to learn and share successes and challenges.

Membership Marketing and Outreach

- Develop and implement marketing strategies to promote membership to new and prospective members, leveraging various channels such as social media, email campaigns, and events.
- Build and maintain relationships with key collaborators and community partners to enhance outreach efforts and attract new members.
- Monitor the effectiveness of marketing efforts, adjusting strategies as needed to achieve membership goals.

Membership Administration and Data Management

- Oversee the management of membership records, ensuring data accuracy and confidentiality.
- Oversee the management of the membership database, including tracking renewals, processing new memberships, and maintaining up-to-date records.
- Provide regular reports to the Board on membership statistics, trends, and progress towards goals.
- Provide information about dual membership benefits on the chapter website and social media sites.

Board Engagement and Reporting

- Regularly update the Board on membership activities, providing insights and recommendations to support informed decision-making.
- Participate actively in Board meetings and discussions, contributing to the chapter's overall strategic direction.
- Work closely with the Board to set membership goals and track progress, ensuring alignment with the chapter's strategic plan.

Member Onboarding and Orientation

- Develop and oversee onboarding programs for new members, ensuring they are effectively integrated into the chapter and understand the benefits of their membership.
- Create materials and resources that welcome new members and help them navigate the chapter's offerings and opportunities for involvement.

Ethical and Legal Oversight

- Ensure that all membership activities comply with legal and ethical standards, including data protection and privacy regulations.
- Address any issues or concerns related to membership, providing leadership in resolving challenges and maintaining the integrity of the membership program.
- Ensure the chapter meets minimum SHRM affiliation requirements.

SHRM Foundation Engagement

- Educate the chapter regarding the purpose and ongoing activities of the SHRM Foundation including the Foundation's newest education resources, the status of the annual campaign and upcoming deadlines and events.
- Encourage the chapter membership to contribute financially to the SHRM Foundation as a show of support for the human resources profession.
- Encourage the chapter membership to support an annual chapter contribution to the SHRM Foundation by the chapter.
- Participate in the SHRM Foundation Core Leadership Area webinars.