MEMBERSHIP COMMITTEE CHARTER

Committee Purpose

The Membership Committee supports membership recruitment, onboarding, engagement, and retention. The focus of the Membership Committee is to help the Association better understand the needs of potential and current members by utilizing member feedback and market data to assist with ideas and support to enhance the overall member experience.

Committee Description

The ACMP Membership Committee plays a pivotal role in enhancing the membership experience by offering valuable insights aimed at streamlining and enriching the onboarding process for new members. In addition, the committee will assist with improving engagement and retention by facilitating New Member Orientations and supporting member engagement in the online community, ACMP Connect.

Committee Deliverables

- Member Communications: Assist in improving membership onboarding by enhancing communications with suggestions from the DEIB Committee. Communicate with members via monthly emails to help members feel welcome and encourage them to engage
- Member Onboarding and Engagement: Conduct monthly outreach to new members to warmly welcome them to ACMP and proactively highlight key membership benefits, resources, and opportunities for engagement. Assist in continuously improving member onboarding and engagement.
- New Member Orientation Webinar: Support the planning and delivery of three annual New Member Orientation Webinars by serving as facilitators for the webinars.
- New Member Experience Community: Support the community in ACMP Connect by providing Facilitators to moderate and improve engagement in the community. Success will be measured by exceeding an average of 80% of threads with a reply. Develop and maintain a communication plan and calendar that includes themes and ideas for community posts and engagement.
- Member Recruitment and Engagement:
    - Collaborate with ACMP staff, as needed, to recommend improvements in how ACMP communicates the value proposition so that current members renew their membership and non-members more clearly understand the value ACMP membership provides.
    - Advise ACMP on non-member recruitment campaigns, as needed, that will promote membership growth for ACMP, including best practices chapters may use that could help improve member growth or the member experience.
- Additional subgroup work, as necessary, to fulfill the committee's purpose and align with ACMP membership department deliverables as needed

This committee will intentionally apply ACMP's DEIB Statement in the execution of all committee objectives and activities.

Committee Member Time Commitment:

- One-year term and may be renewed if individuals are still interested in serving.
- Minimum of monthly committee meetings (1-1.5 hours) via voice or online meeting.
- Expectation of a minimum of two hours per month in addition to meetings.
- Additional conference calls, as needed.

Committee Composition

- 12 - 16 members
- Staff Liaison to lead the committee in achieving the charter deliverables.
- Committee members must be members of the Association throughout their committee membership.
- Committee members interested in continuing to serve must complete an application through the Call for Volunteers
- Membership of the committee shall reflect the diversity of the association in terms of professional discipline, global representation, and other characteristics. In addition, ACMP certified members will receive preference in selection for committee participation, but selection will not exclude members who are not certified by ACMP.

Strategic Alignment

SO1- Grow the Community: ACMP expands its membership base, geographic representation (chapters/communities), and strategic partnerships to support and grow a global community of change leaders and practitioners.

Revision History				
Category, Tier, Version #	**Revision Date**	**Description of Changes**	**Approved By**	**Approval Date**
CTE, 2, 1.0	3/1/2022	Created	Board of Directors	7 April 2022
CTE, 2, 1.1	2/2/2023	Edited/updated	Growth Committee	17 February 2023
CTE, 2, 1.2	1/17/2024	Edited for new volunteer year	Growth Committee	14 March 2024
CTE, 2, 1.3	4/14/2025	Added incorporating DEIB Committee suggestions to new member outreach efforts	Growth Committee	14 April 2025
CTE, 2, 1.4	4/14/26	Added monthly email outreach to new members as part of a committee wide initiative, incorporated new member orientation facilitator format and subgroup format for committee	Board of Directors	28 May 2026