

CALIFORNIA PHYSICAL THERAPY ASSOCIATION

JOB DESCRIPTION

Job Title: District Member Services Liaison (DMSL)
Department: Communications and Member Services
Report To: District Chair and Executive Associate for
Communications and Members Services
Prepared By: CPTA Communications Committee
Prepared Date: 02/06/08

SUMMARY

The role of the District Member Services Liaison (DMSL) supports CPTA's membership program by contacting new members, promoting local, state and national American Physical Therapy Association (APTA) events of interest and acting as the District/SIG host/hostess. The role and responsibilities of the DMSL may change from year to year based on the District/SIG's goal; however, these three activities are the cornerstone of the DMSL's role. Although the DMSL is not responsible for CPTA membership growth, CPTA welcomes his/her contribution to recruitment. The activities of the DMSL do not require cold calling, solicitation of money or appeals to others to join the APTA.

QUALIFICATIONS

- An understanding of the mission, history and programs of the CPTA and District
- Good communication and relationship-building skills
- Willingness to be held accountable to the Executive Committee of the District and Chapter Membership and Communications Committee
- Ability to identify creative ways to promote the profession and carry out the goals of the CPTA
- CPTA member in good standing
- Active member in District activities

ESSENTIAL DUTIES AND RESPONSIBILITIES (Work with the District's Executive Committee to adopt the following as high priorities.)

Contact New Members

- Contact new members as soon as possible. (Names and, in most cases, phone numbers are provided monthly from the Chapter office.)
- Send new members a handwritten note and, perhaps, the most recent District newsletter.
- Ensure you include your contact information and the location of the next CPTA meeting.
- Ask new members if there is anything you can do for them.
- If they have questions you cannot answer or if they need something not readily available, contact CPTA to obtain the answers/information.

- Follow through and provide new members with the information they are interested in receiving.

Promote Local, State and National APTA Events of Interest

- Stand up at District/SIG meetings and announce courses, conferences, special events, etc. that are coming to the area.
- Announce and promote any special member-get-a-member campaigns.
- Encourage CPTA members to participate in the mentor program and attend District/SIG-supported events and encourage them to ask questions.
- Make sure a representative of the District/SIG welcomes attendees at the sponsored, continuing-education offerings and let them know who's behind the offerings.
- Provide all attendees with a list of other upcoming events, invite them to attend the District's next meeting and give them an application.

Act as Your District/SIG's Host or Hostess

- Welcome people to meetings, and let CPTA members know who you are and that you're there to make sure their Association needs are being met.
- Encourage mixing and informal discussions at local meetings, and make sure new members and attendees feel welcomed.

REPORTING

The CPTA DMSL is responsible for responding to inquiries from the District Liaison of the CPTA Membership and Communications Committee and Heather Pino, Executive Associate for Communications & Member Services.