

COMMITTEE CHARTER

Committee Name: Membership Development Committee Year: **2008**

| PURPOSE (WHAT) | | | COMMITTEE MEMBERS (WHO) | |
|--|---|--|---|---|
| <p>The objective of the Membership Development Committee is to expand the membership of NAEM to help promote sustainable growth of the organization. To this end, existing members will be leveraged with potential members to showcase the value of NAEM from a peer perspective. The committee will ensure that membership development activities are aligned with the NAEM Strategic Plan and the Governance Committee recommendations.</p> | | | <p>Chair: Emily Barton</p> <p>Affiliate Lead: Michael Jones</p> <p>Members: Sue Mills, Rob Currie, John DeSelm</p> | |
| DELIVERABLES / GOALS | | | STRATEGY (HOW) | |
| <p>Increase membership 90% member retention</p> <p>Implement the Membership Referral Program with a goal of 30 new individual and 2 Corporate members as a result of the program.</p> <p>Evaluate and support chapter initiatives</p> | | | <p>Identify Candidates Send membership collateral Assign Board member in related industry or geographic location to reach out to potential members. Invite to local chapter meetings if near local chapter. Membership Referral Program Collect and analyze membership data</p> | |
| ACTION ITEMS/ MILESTONES | TARGET DATE | STATUS | | TIME COMMITMENT FOR VOLUNTEERS |
| <p>Implement Referral Program 30 individual and 2 corp. members from referral program</p> <p>Gain X new individual members outside of referral program</p> <p>Gain X new individual corporate members outside of referral program</p> | <p>Mar-08</p> <p>By Forum</p> <p>Dec-08</p> <p>Dec-08</p> | <p><input checked="" type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p> | <p>X</p> <p>X</p> | <p>Monthly Call: 1 hour per month Reach out to potential members: 1-3 hours per month</p> |
| | | | | STAFF PARTICIPATION (To be completed by NAEM staff) |
| | | | | <p>Brianna Gianti</p> |
| | | | | BOARD OF DIRECTORS ACTIVITY REQUIRED |
| | | | | <p>___ BOD _____</p> <p>___ BOR _____</p> <p>___ Cabinet _____</p> |