



Officer Position Description

CHAPTER MEMBERSHIP ENHANCEMENT COORDINATOR

Your **role**, and it's like your major responsibility, is to always focus on:

INCREASE PARTICIPATION, ENGAGEMENT AND FUN WITHIN YOUR CHAPTER AREA!

Here is some of the **specific knowledge** that will help you do this job well. What you don't know, we will teach you:

- Be familiar with and use the Officers Handbook and the Officers Connection as resources for information about policies, procedures and requirements
- Be aware of GWRRA's other Handbooks; remember your TEAM member is responsible to know all the details of their program, not you
- Know you and your TEAM's reporting obligations and to whom
- How to mentor and coach your Chapter MEC TEAM to help them build and keep going and growing to accomplish the many activities of Membership Enhancement
- Know the MOU (Memorandum of Understanding) and abide by it

There are certain **activities** necessary to ensure success of your Chapter. You don't have to do them all yourself, on the contrary we encourage you to use your team as much as possible. Some are monthly, others during the year. Here they are:

- Have FUN! Enthusiasm is contagious!
- Each year, write and implement a FUN plan outlining the many FUN activities of Membership Enhancement that you and your TEAM wish to accomplish for the Chapter, to include a recognition process honoring members for special accomplishments
- Since this FUN plan will involve having the Chapter spend money, create a budget outlining the costs associated with your plan and submit it to your Chapter Directors
- Promote involvement within the membership as the Chapter "cheerleader"
- Be a mentor and guide to new members and encourage them to get involved.
- Assess the Chapter monthly for participation in the FUN Program activities of MEC, i.e. Chapter of the Year, Couple of the Year, Newsletter. Coach the chapter towards participation as needed.
- Ensure the following happens (remember, you don't have to do it all yourself!):
 - The Chapter Gathering has FUN activities and welcomes everyone who attends
 - At the Chapter Gathering recognize new and newer faces to the Chapter

Approved 8/2015

©GWRRA2015

- Keep attendance at the Chapter Gathering, check Member expiration dates to gently assist the member towards renewing – this is a great way to get to know your members better!
- Participate in all Chapter TEAM Meetings in order to understand the overall vision and direction of the Chapter
- Ensure that there is an MEC article in the monthly newsletter so the members know about all of the FUN activities, past and upcoming
- Make certain the Chapter website displays accurate Program activities information, i.e. program activities guides, recognition of Chapter participants
- Establish and maintain contact with Chapter members. Contact for these purposes will be first a phone call with more than one try and then personal mail or email. The personal touch is always the best and we only have one chance to make a good impression! (Scripts are on the MEC website.)
 - Contact new and prospective members by telephone, in person, email, or mail
 - Review Full Area Report when received and identify members who may not be participating and make contact encouraging them to participate
 - Contact monthly Chapter participants you haven't seen in a while, invite them back
- Ensure that the ARL (Area Report List) requirements for contact are met monthly and reported in a timely manner
- 🍷 Expired or Expiring Memberships are a great source for membership retention; develop a plan with help from your District MEC to proactively approach these members
- 🍷 Lead by example and be a superb communicator who readily shares relevant information and ideas with the TEAM.
- 🍷 Communication liaison between Region and District MEC and membership
- 🍷 Identify, coach and mentor your replacement in cooperation with your Chapter Director
- 🍷 Continuously assess strengths and needs of your Chapter MEC TEAM and coach them to improve engagement in MEP Program activities
- 🍷 Attend various activities to encourage participation by other members of your Chapter. This not only increases the FUN you experience, but also encourages others to join you in exploring all that GWRRA has to offer.
 - Attend and actively participate in Chapter FUNdraiser
 - Attend and actively participate in District rally/Education Day
 - Attend Region rally/Education Day as possible and participate
 - Attend Wing Ding as possible and participate
- 🍷 Wear appropriate clothing (10" back patch)
- 🍷 Proactively support GWRRA and its programs

What other activities do you think are important: (To be filled in by Officer during their interview process for guidance and to debunk any myths of the job)