



Officer Position Description

DISTRICT MEMBERSHIP ENHANCEMENT COORDINATOR

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

HANDS-ON TRAINING AND COACHING OF CHAPTER MEC'S TO FACILITATE FUN AND INCREASED PARTICIPATION WHICH WILL RESULT IN HIGHER RETENTION AND NEW CHAPTER GROWTH.

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 MECs to help them build a TEAM and keep it 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** to be done to ensure the success of your District. 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!
- Write and implement an annual written FUN plan outlining the Membership Enhancement FUN activities that you and your TEAM wish to accomplish for the District, including a recognition process honoring members for special accomplishments at the District level. Submit to the District Director for inclusion in the District goals and budget.
- Since this plan will involve having the District spend money, create a budget outlining the costs and submit to your District Director for inclusion with the entire District goals and budget
- Assist and guide the Chapter MEC's in doing a similar simplified plan and budget to submit to their Chapter Directors
- Promote involvement within the membership as the District "cheerleader"

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-  Assess the District and Chapters monthly for engagement in the Program activities of MEC (Couple of the Year, Chapter of the Year, Newsletter). Coach towards participation as needed. Specifically,
 - Hold annual selection of the District Couple of the Year, or delegate
 - Ensure Couple of the Year program has high participation throughout the District
 - Ensure Chapter of the Year is being used throughout the District, or delegate
 - Encourage participation in the Newsletter Award Program, or delegate
-  Ensure the following happens (remember, you don't have to do it all yourself!):
 - Establish and maintain contact with your Chapter MECs to establish rapport. If possible, meet them in person.
 - Facilitate a monthly video conference with Chapter MECs to communicate updates and facilitate an "idea sharing" time
 - Participate in the monthly video conference with Region MEC TEAM
 - Participate in all District monthly video conferences and TEAM Meetings in order to understand the overall vision and direction of the District
 - Ensure there is an MEC article in the monthly District newsletter so that the members are informed of important activities around the District
 - Make certain that the District and Chapter websites display accurate Program activities and information, i.e., program activities guides, recognition of District participants.
 - Be proactive and collaborate with Rider Ed and the Trainer in your District to assess District training needs and co-create a plan of action to meet those needs
 - Review Full Area Report when received and ensure that each Chapter MEC and Chapter Director have received the report
 - Ensure that the requirements for contact are met monthly
 - Review the results of each Chapter's report monthly and ensure that up-line reports are submitted in a timely manner
 - Assist District Director in assignment of unassigned zip codes
-  Expired or Expiring Memberships are a great source for membership retention. Develop a plan, and help your Chapters also create plans to proactively approach these members
-  As the District MEC, it is important that you be informed and familiar with all of your MEC staff at the Chapter level. You will be responsible to:
 - Ensure all Chapter MEC positions are filled with the right people doing the right things
 - Appoint Chapter MEC along with the Chapter Director
 - Process and archive Officer Appointment paperwork
 - Install any Chapter MEC with patches, pins and certificate, or delegate to someone
 - Develop and maintain a contact list of all Chapter MECs

- Take advantage of every opportunity to evaluate MECs. Continuously assess the strengths and needs of your Chapter MECs and coach them to improve engagement in Program activities
- Assist District Director in locating new potential chapter locations and follow the “The Proactive Approach to Chapter Formation”. Nurture the formation, growth and kick off
- Lead by example and be a superb communicator who readily shares relevant information and ideas with the TEAM.
- Communication liaison between Region, Chapter MEC and membership
- Identify, coach and mentor your replacement in cooperation with your District Director
- Attend various activities to encourage participation within the District. This not only increases the FUN that you experience in your position, but also encourages others at both the District and Chapter level to join you in exploring all that GWRRA has to offer:
 - Attend District rally and/or Education Day and participate
 - Have a recruiting/membership benefits booth
 - For District rally, ensure that your TEAM has created and is implementing FUN activities for the membership
 - Attend Region rallies and/or 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)