



MEMBERSHIP DIRECTOR

Function

Provide leadership to membership activities in chapters, particularly assuring that chapter membership directors have access to resources necessary to recruit at-large SHRM members to chapters, local chapters members to SHRM, and non-affiliated HR professionals to both organizations. Provide leadership to member engagement/retention measurement and strategies of chapters.

Responsible To

The State Council Director.

Responsibilities

1. Provides leadership to chapter membership directors in all areas of membership responsibility.
2. Assures that chapter membership directors have access to best available resources for member recruitment and retention:
 - a. At-large members to chapters
 - b. Local members only to SHRM
 - c. Non-affiliated professionals to both organizations
 - d. Engagement/retention of current chapter members
3. Tracks and reports to state council statewide and chapter membership growth and other relevant membership data (e.g., demographic data on members).
4. Tracks and reports to state council statewide and chapter member retention rates.
5. Collects successful membership recruitment/retention initiatives to share with chapter membership directors.
6. Provides forum – e.g. state council meetings, conference calls – for chapter membership directors to discuss membership issues and share successful recruiting/retention practices.
7. Serves as resource for those chapters struggling to meet minimum standards in SHRM membership to assure that chapters are not disaffiliated for not meeting this requirement.
8. Encourages uniform membership requirements for all chapters based on the SHRM model for membership qualifications.
9. Attend state leadership conferences and state council meetings to assure representation for this critical area of responsibility.

Requirements

1. Must be an SHRM member in good standing.
2. SHRM certification highly desirable.
3. Appointment is made by the state council director.
4. Serves a two-year term beginning the first day of January and ending the last day of December with no term limits.