



## **MEMBERSHIP COMMITTEE CHARTER**

**Updated and Approved: August, 2024**

### **Purpose Statement**

The purpose of the AAAEM Membership Committee is to actively engage in activities that foster the growth, retention, and satisfaction of the organization's members. The committee shall work towards enhancing the overall membership experience, developing strategies for recruitment, and maintaining strong communication channels with existing members.

### **Committee Charter Creation**

January 2024

#### **Scope:**

The Membership Committee's responsibilities include, but are not limited to:

#### 1. Membership Recruitment:

- Develop strategies to attract new members from relevant sectors.
- Implement initiatives to increase diversity and inclusion within the membership.

#### 2. Member Retention:

- Identify and address factors that contribute to member attrition.
- Create programs and benefits to encourage member loyalty and sustained engagement.

#### 3. Communication and Outreach:

- Establish effective communication channels to keep members informed about AAAEM activities.
- Collaborate with the Communications Committee to create engaging content for newsletters, social media, and other platforms.

#### 4. Events and Programs:

- Collaborate with other committees to organize events and programs that add value to the membership.
- Solicit member feedback to enhance the relevance and quality of events.

#### 5. Member Services:

- Assess and improve the delivery of services to members.
- Explore partnerships and collaborations that can provide additional benefits to members.

### **Membership Committee Structure**

The Membership Committee shall be composed of dedicated members who are committed to advancing the organization's membership goals. The committee will consist of a Chairperson, Vice-Chairperson, and

members with expertise in membership development, marketing, and communication.

### **Meetings and Reporting**

The Membership Committee shall meet regularly, at least quarterly, to discuss ongoing initiatives, review membership metrics, and plan future activities. The committee shall provide regular updates to the AAAEM Board and present an annual report summarizing the achievements and challenges faced during the year.

### **Budget**

The Membership Committee shall work with the Finance Committee to develop an annual budget that supports the planned initiatives and activities. All budgetary requests shall be submitted to the AAAEM Executive Committee for approval.

### **Amendments**

This charter may be amended with the approval of the AAAEM Executive Committee.