



## Membership Director

### **Primary Purpose:**

The fundamental purpose of this position is to 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 chapter's members only to SHRM, and non-affiliated HR professionals to both organizations. Provide leadership to member engagement/retention measurement and strategies of chapters. In addition to current membership duties, will serve as an appointed representative of at-large SHRM members within the state or a geographical portion of the state. Provide leadership and communication for this segment of the SHRM at-large membership. Represent the interest of the at-large membership at state council meetings and try to work with at-large membership in engagement in a local chapter for membership growth of that chapter.

### **Primary Responsibilities:**

#### At Large Responsibilities Include:

1. Promote state and SHRM objectives and activities among practicing members of the human resource profession.
2. Serve as a voting member of the state council. Attend and participate in all meetings scheduled by the council.
3. Inform the council of at-large members who indicate an interest and have demonstrated potential for leadership positions.
4. Assist the council in the dissemination of information; provide timely and accurate responses to proposals, surveys and questionnaires. Recommend policy changes as appropriate and as they relate to At-Large Membership.
5. Perform special assignments as requested by state and/or SHRM leadership.
6. Provide assistance and support for professional development activities within the state and/or national organizations.
7. Facilitate two-way communication between the council leadership and the membership.

#### Membership Responsibilities Include:

8. Provide leadership to chapter membership directors in all areas of membership responsibility.
9. Hold regularly scheduled meetings with local chapters via phone, webcasts, face-to-face meetings, etc. to promote membership. Report at each State Council meeting the minutes of such meetings. All meeting information should be provided no less than one full week prior to the state council meeting.
10. Assure 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
- 11. Track and report to state council statewide and chapter membership growth and other relevant membership data (e.g., demographic data on members).
- 12. Track and report to state council statewide and chapter member retention rates.
- 13. Collect successful membership recruitment/retention initiatives to share with chapter membership directors.
- 14. Provide forum – e.g. state council meetings, conference calls – for chapter membership directors to discuss membership issues and share successful recruiting/retention practices.
- 15. Serve 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.
- 16. Encourage uniform membership requirements for all chapters based on the SHRM model for membership qualifications.
- 17. Attend state leadership conferences and state council meetings to assure representation for this critical area of responsibility.

### **Minimum Requirements:**

- 1. Must be a national SHRM member (not chapter affiliated) in good standing. SHRM certification highly desirable.
- 2. Appointment is made by the state council director.
- 3. Should be able to visit chapters throughout the state.
- 4. Must be present at all meetings of the state council either in person or on the phone. If unavailable to be present, must send a proxy on behalf of membership (can be from a local chapter).
- 5. Serves a two-year term beginning the first day of January and ending the last day of December. May serve in the same position for not more than four additional consecutive years.