



Membership Committee Charter

Purpose

The ACU Membership Committee is appointed and charged with responsibilities associated with recruitment, retention, member benefits, and satisfaction of members. The committee shall perform but is not limited to benefits, services, and/or programs consistent with ACU mission, strategic plan, and/or direction provided by the Executive Director of ACU and the ACU Board.

Why Join the Membership Committee

The best way to be an advocate for the underserved is to get more advocates! Joining the membership committee is a great way to have your voice heard, expand your professional network, develop leadership skills, and develop strategies that contribute to ACU's mission.

Membership

- The Committee shall consist of one member from the ACU Board, at least 3 volunteers from the membership at large, a student and one ACU staff member.
- Membership is open to all ACU membership categories. Volunteers from all membership types, health professions, and experience levels are encouraged.
- The Committee Chair is appointed by the ACU Board President for a two-year term.
- The Committee Staff is appointed by ACU's Executive Director to assist the Committee.
- The Committee Chair will coordinate with the Board President to ensure that committee members are from diverse segments of the ACU membership.

Committee Meetings

- Regular Committee meetings shall be held at least quarterly.
- The Committee shall maintain minutes of the meeting and report regularly to the Board of Directors.

Time Commitment

- Actively participate in monthly conference calls whenever possible.
- Willing to work on projects and initiatives outside of the conference calls based on the goals and objectives of the committee.

Committee Priorities

1. **Member retention/engagement activities:**
 - Evaluate current benefits of membership and available services to members.
 - Survey the membership on benefits and services to determine which are most valuable, and what new benefits are needed.
 - Welcome all new members personally to ACU by phone or email.
 - Contact lapsed members by phone or email and encourage them to renew.
 - Develop a "member spotlight" campaign for the Web that recognizes a wide variety of professionals and the value they find through ACU membership.
 - Work in conjunction with the Program committee to determine the annual conference theme.



2. Member recruitment activities:

- Determine prioritization of organizations, individuals, and students to determine best strategy for membership growth.
- Compile a new member target list to be used for member recruitment.
- Develop strategies to reach the target list.
- Identify opportunities to promote ACU at state, regional, or local meetings.