

As of 6/1/2021

Position Title: VP Membership: Retention

POSITION SUMMARY

The Vice President of Membership: Retention manages the overall membership retention function including the design and implementation of strategies to achieve the yearly goal for membership retention.

TIME COMMITMENT

TERM: 2 Years ESTIMATED TIME REQUIREMENTS PER MONTH

- Attending board meetings: 1.5 hours
 - Reviewing membership reports: 1 hour
 - Communicating with the ATD national administrative office, current or future members, as well as other board members: 2-4 hours
 - Attending and speaking about membership and with current members at monthly chapter meetings: 3 hours
- Yearly:
- Attend 2 Board Retreats each year; January and July: 1 day and ½ day respectively
 - Optional attendance at the [ATD National Chapter Leaders Conference](#) : 2 days

VALUE/BENEFITS

PERSONAL AND PROFESSIONAL

- Networking with other Talent Development professionals locally and internationally
- Discounted [ATD National Professional Plus Membership](#)
- Continuous learning
- Earn points towards ATD certifications.
- Leadership role in a professional organization
- Volunteering
- Invitation, Free Registration and stipend for hotel & travel to [ATD National Chapter Leaders Conference](#)
- Preferred seating at the [ATD International Conference](#) & Invitation to “Chapter Leadership Day” held during the International Conference

RESPONSIBILITIES

RETENTION

- Ensures processes are in place to follow up with members whose annual membership is about to expire, and strategies to encourage renewal.
- Creates, in collaboration with VP of Communications, VP of Media, communication to members (email, social media, and or print) detailing top benefits of the organization, programming – e.g., something for you to attend every week”, leadership opportunities, and upcoming opportunities to meet other members.
- In collaboration with the VP Programs: Event Coordination a) review monthly meeting feedback surveys and b) “vet” programs that will address the needs of the current members.
- Monthly review upcoming renewals and / or lapsed membership report provided by chapter Admin, who uploads to the “Memberships” section of the [ATD RTA Board Google Site](#), and implement strategies ([see samples](#)) to reengage members who have lapsed.
- Possibly write a segment for the quarterly newsletter and/or post on social media on the value of ATD-RTA membership or highlight a current member.

MEMBER SATISFACTION

- Conducts needs assessment and member satisfaction surveys on a regular basis, reports results and makes recommendations to the board.

TRAINING

- Recruits and trains incoming VP Membership: Retention
- Recruits and trains volunteers to support the responsibilities of the role

BOARD ROLE

- January of each year defines retention goals for the year and uploads to the “Memberships” section of the [ATD RTA Board Google Site](#)
- At each board meeting provides a report on that year’s goal (plan vs. actual) and defines or solicits suggestions from board members on how to achieve the goal.
- Creates an annual report for the January membership meeting a) plan vs. actual last year and b) goals for this year. Report uploaded to the “Membership” section of the [ATD RTA Board Google Site](#)

- Attends and participates in monthly board meetings, chapter meetings, ATD International Chapter Leader Webinars; if available attends ATD International Conference and ATD Chapter Leaders Conference (ALC).
- Participates in other chapter events, committee meetings and workshops as available.
- Represents chapter professionally and ethically in all business functions/organizational activities.

QUALIFICATIONS

- Solid marketing and public relations skills.
- Skilled in written and verbal communication, personal interaction and problem-solving.
- Ability to plan, organize and execute activities as required by the position.
- Ability to complete projects within established timeframes.
- Ability to seek others out as volunteers.
- Time available to fully participate in chapter and board meetings.
- Member of ATD International and ATD-RTA member in good standing.

ATD RESOURCES

[ATD RTA Board Google Site](#)

[Chapter Relations Manager \(CRM\)](#)

[National Advisors for Chapters \(NAC\)](#)

[Chapter Affiliation Requirements \(CARE\)](#)

[Sharing Our Success \(SOS\)](#)

[Chapter Leader Community \(CLC\)](#)

[Leadership Connection Newsletter \(LCN\)](#)

[Toolkits](#)

[Chapter Leader Webcasts](#)