



# Section Membership Chair

## Member Leader Position Description

### General Description

Responsible for section recruitment and retention efforts. Develop and implements plans to maximize membership renewal and encourage interested persons to join ASQ. Upholds Society bylaws, policies and procedures, and section operating agreement.

### Term

One year: January 1 to December 31

### Recommended Duties and Responsibilities

1. Work with section leadership committee (SLC) to set goals/metrics to support the section's management process as they relate to member recruitment and retention.
2. Communicate/report to the section leadership activities performed, status of performance against goals/metric set, etc. for member recruitment and retention.
3. Prepare budget estimate to accomplish membership goals for retention and growth for the fiscal year and presents the proposed budget to the section leadership committee for approval.
4. Chair membership committee to deploy and implement membership goals.
5. Prepare and submit a membership planning report to the section leadership committee.
6. Plan regular meetings with the membership committee to develop and review membership plans.
7. Working with the chair and secretary issues a letter to organizations appropriate to the section that do not have members in ASQ, listing the advantage of individual membership and extending an invitation for them to affiliate.
8. Connect with appropriate organizational members to recruit organizational individuals to the section, listing the advantage of membership and extending an invitation for them to affiliate.
9. Be an advocate for member value, satisfaction, and loyalty.
10. Provide an analysis of membership data to aid section leadership committee in planning activities including recommending appropriate programs and services based on member demographics.
11. Work with newsletter editor to ensure that all members are being communicated to regularly and in accordance with their preferences.
12. Develop, implement and maintain section welcome program introducing new members to programs and services.
13. Develop, implement and maintain section unpaid member follow-up to encourage renewal of their ASQ membership.
14. Develop, implement, and maintain section recruitment program. Promote section participation in the Society's current membership campaign (e.g., Adding New Voices)

15. Attend section leadership committee meetings and general membership meetings.
16. Have membership applications available at all meetings.
17. Issue a final report to indicate accomplishments for the year and recommendations for the next year.
18. Be receptive to communication from ASQ Headquarters regarding membership benefits and services.

### **Qualifications**

- Must be a member of the section in good standing.
- Preferably will have served as a committee chair or other position within the section.
- Knowledge and experience in market research and promotions is helpful.
- Preferably will have strong written and verbal communication skills.

### **Time Commitment**

Up to three hours per month (outside of section leadership committee meetings).