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Position: VP of Membership

Term:

1 year (July 1 – June 30)

Experience Level:

Intermediate

Commitment Level:

Significant (estimated 10-15 hours per month)

Overall Objective / Role:

Lead member recruitment and retention efforts

Reporting Structure:

- Reports to: Office of the President
- Direct Reports: VP Membership may structure the portfolio and delegate specific responsibilities and tasks listed below as he/she sees fit. Recommended positions are
 - Student Liaison
 - New Member Ambassador
 - Mentorship Program Chair
 - Member Outreach Chair

Eligibility:

- Membership in good standing
- Knowledgeable of the activities/affairs of the chapter
- Willingness to give the time, energy, talents and enthusiasm required of the position

General Responsibilities:

- Act as coach, advisor and counselor to assigned committees
- Support and defend policies and programs adopted by the Board of Directors
- Responsible for ensuring the fiscal responsibility of the committee(s) to which position is assigned.
 - Approve all bills of assigned committees and forward appropriate paperwork to the Vice President of Finance
- Conduct transition meeting with successor
- Perform any other duties as assigned by the Board
- Report on the strategies, successes and challenges of assigned committees to Board of Directors
- Provide direction and leadership to maintain and increase MPI membership

Last revision: May 2017



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- Attend monthly board meetings, chapter events and committee meetings
- Submit budget needs for the following fiscal year
- Submit agenda items for Board of Directors meetings in advance of meetings
- Communicate strategic issues to Board of Directors
- Research current trends and topics pertinent to the meetings industry and report findings to Board of Directors
- Meet or exceed the chapter retention goal for the year, based on the chapter matrix
- Develop strategies to increase revenue and in-kind support for the Chapter
- Provide hospitality at Chapter functions by welcoming attendees

Specific Responsibilities:

- Manage and supervise Chapter membership efforts, including:
 - Recruitment
 - Member Care
- Work with Regional Outreach teams as it pertains to communications, education and membership
- Develop and maintain an active and ongoing campaign to retain members
- Submit articles to newsletter and website in support of member care activities
- Develop, implement and manage member care programs
- Pursue student recruitment for chapter
- Meet and greet new members at monthly chapter events
- Maintain the member calling tree database and communicate with the board of directors
- Maintain other program such as anniversary cards, new member orientations, etc.
- Assist with new, delinquent and past member follow up
- Perform annual member satisfaction calls
- Monitor non-member attendance at events and follow up accordingly
- Develop and implement member recruitment and new member orientation programs
- Develop and implement member retention and hospitality programs
- Encourage member involvement in committees
- Maintain membership lists and contact lists (working with Communications and Chapter Administrator) and generate reports as needed
- Actively build MPI database of non-members to increase our reach
- Develop and manage programs including:
 - Mentorship program
 - Buddy program
 - Scholarship programs



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- Awards program

Time commitment:

In addition to portfolio and committee work (specific responsibilities), the following are expected of this position:

- Regular attendance at monthly programs and official chapter activities and functions
- Regular attendance at Board meetings, per chapter bylaws and policies
- Attendance at two Board retreats (up to two days each)
- Potential attendance at Chapter Leaders Forum held in conjunction with World Education Conference (WEC)
- Attendance at Chapter Business Summit (March-April)

Benefits of serving on the board:

1. Expand your network
2. Meet people who are passionate about the event industry
3. Develop your leadership skills
4. Mentor colleagues and help people reach their full potential
5. Serve MPI in one of the most important committees
6. Boost your resume
7. Potential attendance at leadership retreats and conferences
8. Have lots of fun