



## **Charter: Membership/Benefits Committee**

### **I. Purpose**

- A. The Membership/Benefits Committee (M/BC) assists ASA member state associations build and maintain membership by creating added value through Membership Programs and a Membership Benefits Package.
  - 1. Membership Programs include professional networking opportunities and practice and professional development courses.
  - 2. The Membership Benefits Package includes development and management of quality benefits from ASA Industry Supporters for members.

### **II. Composition**

- A. The M/BC shall be composed of ASA members vetted by the Nominating Committee (NC) for a maximum term of five years.
  - 1. Applicants must submit a committee application to be reviewed by the NC, along with the M/BC Chair.
  - 2. Appointment is based on the individual skills and current needs of the committee. There can be a 60 days trial period to assess the compatibility of the applicant with members of the M/BC. Final approval into the M/BC will be determined by the M/BC Chair and Board of Directors.
  - 3. The M/BC Chair has the authority to make changes and recommend candidates to fill vacancies on the M/BC.
  - 4. The M/BC will have at least three members and a maximum of five.
    - 1. The M/BC Chair shall be determined by the members of the M/BC.
    - 2. The M/BC Chair reports to the Board via the Board Chair.

### **III. Committee Members**

- A. Interests
  - 1. Creating and organizing training courses in business and professional development.
  - 2. Developing networking opportunities.
  - 3. Working directly with Industry Supporters to expand member benefits, including discounts.

4. Willingness to work with other ASA committees as needed (i.e., Conference, Student) to market programs and coordinate development strategies for potential Industry Supporters.
- B. Desirable Skills, Knowledge, and Abilities (SKAs)
1. Communicates effectively and credibly in both oral and written context.
  2. Networking.
  3. Marketing and/or Public Relations experience.
  4. Consensus building.
  5. Experience in developing training courses and working with online training programs.
  6. Organized and detail oriented.
  7. Use of MS Office and other software programs, such as project management platforms.
  8. Knowledge of the policies and procedures of the ASA.
- C. Professional and Personal Attributes
1. Enjoys making connections and establishing relationships.
  2. Interest in gathering resources and information.
  3. Passionate about the mission and vision of the ASA.
  4. Personable, friendly and outgoing.
  5. Personal and professional integrity.
  6. Principled and sincere.
  7. Excellent follow-through.
  8. Cooperative, yet decisive when needed.
- D. Responsibilities
1. Work collaboratively with ASA leadership, as well as state associations, with respect to developing and stewarding Membership Programs and a Membership Benefits Package.
  2. Interface directly with the ASA Council and receive input surrounding membership matters.
  3. Act as a consultative resource to the ASA on membership programs and benefits.
  4. Prepare reports and make recommendations to the Board on new and evolving membership program ideas and membership benefit opportunities.

#### **IV. Meetings**

- A. The M/BC shall meet nine times per year, with additional meetings as needed.
1. Meetings will be conducted via phone/Zoom monthly.
  2. Meetings will last 1 to 1-1/2 hours.
- B. Minutes will be documented at each meeting.
1. Members shall take turns writing up minutes.
  2. The M/BC Chair will share all minutes with the Board.

**V. Order of Operations**

- A. Questions or concerns within the M/BC shall be brought to the M/BC Chair.
- B. Matters requiring the Board's attention shall be brought to the Board Chair by the M/BC Chair.
- C. If the M/BC Chair is the concern in question, a M/BC member may bring said concern to the Board Chair.

**VI. Current Positions**

- A. Chair: Grace S. Ouchida
- B. Members: Jeffrey Grossman, Bernadette Lujan, Mary Beth Jones-Prizer, 1 opening

**VII. Fourth Year Goals**

- A. Fill M/BC vacancies.
- B. Work with the Conference Committee to solicit sponsorships, organize and plan for a successful 2024 Conference.
- C. Establish new Industry Supporters and cultivate existing Supporters.
  - 1. Create Industry Supporter agreements.
  - 2. Create a Sponsorship database so that we can better manage relationships and keep an organizational memory so that we can strategically strengthen our Industry and Institutional Supporters.
- D. Pursue vendor discounts and establish affiliate programs to enhance the Membership Benefits Package.
  - 1. Work with MacDragon and the Website Committee to update the Members Only section of the ASA website with annual changes to the username, password, membership certificate, and digital badge, as well as any new or changing benefits.
  - 2. Identify, solicit, develop, and market new, high value benefits for members.

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