

2nd VP OF MEMBERSHIP

Position Summary:

Manage the chapter membership function to successfully achieve an increase in membership as well as maintain retention of existing members. Chair the Membership Committee.

Responsible To:

The Chapter President and Board
Members of the Chapter
NYS SHRM Membership Director
SHRM DMR and Membership Team
Chapter Administrator

Responsibilities:

- Direct and support the activities of the Membership Committee coordinating the activities that support the chapter's mission. Recruit members to serve on the committee.
- Compile membership reports and present to the Board of Directors at each month's meeting.
- Respond to requests for information about membership through all possible venues such as e-mail, social media, phone, personal contacts, etc.
- Review and reconcile all SHRM and MVSHRM membership reports such as SHRM AMP, DMR and StarChapter.
- Ensure a membership application is completed in StarChapter for each new applicant and that they have enrolled through both SHRM and DMR.
- Carry out ad hoc assignments of President (e.g., membership promotion, recommendation of membership criteria changes, etc.)
- Obtain quarterly lists of SHRM At-Large members to review with Membership Committee and if need be Board.
- Write and submit 2 quarterly Eblasts with SHRM targeting At-Large members.
- Attend monthly Board of Directors meetings
- Attend as scheduled Member meetings/presentations.
- Schedule and conduct quarterly and as needed membership committee meetings
- Participate in the development and implementation of strategic short-term and long-term planning for the chapter.
- Represent the chapter in the Business community.
- Complete other assignments as requested by the President or the Board of Directors
- Maintain StarChapter presence by logging in and approving online membership applications for pending members.
- Work within the StarChapter platform and with the Chapter Administrator to ensure membership records and tools needed for membership recordkeeping and communications are up-to-date.
- Maintain updates that need to be input in StarChapter regarding Welcome Letters & ensure necessary attachments are updated for inclusion (i.e. By-Laws, Board Org Chart, Board Contact List, etc)
- Maintain a separate Membership Log (Renewals, New Members and expired members) for monthly Board reporting and check & balance with StarChapter
- Ensure that Chapter Admin has created Portfolios for a new member (only those new members who have registered and attend an in-person meeting/event receive one so cross-check with registration list).

- Ensure that Chapter Admin has created Referral Coupons, entered into StarChapter and e-mailed member for referring a **new** member
- Ensure that Chapter Admin has created New Member coupon, entered into StarChapter and e-mailed **new** member.
- Follow-up with each new member 1-2 months after Welcome Letter is generated from StarChapter.
- Ensure that Chapter Admin has followed up with members who have not verified their e-mail addresses in StarChapter

Resources Available:

- SHRM Vol. Leader Resource Center: <https://community.shrm.org/vlrc/home>
- SHRM Vol. Leader Webinars: <https://vlrc.shrm.org/s/article/Volunteer-Leader-Core-Leadership-Area-CLA-Webcast-Webinars-2025>
- SHRM Vol. Core Leadership Area Membership: <https://vlrc.shrm.org/s/topic/0TO1T000000cDrIWAE/membership>
- SHRM Vol. Structure: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Structure>
- SHRM Campaign in a Box: <https://socialpresskit.com/shrm-we-are-work>
- SHRM Vol. Leader Board Training: <https://vlrc.shrm.org/s/article/SHRM-Volunteer-Leaders-Board-Orientation> NYS SHRM Membership Director: <https://nys.shrm.org/new-york-state-council-officers-and-directors>