



MEMBERSHIP

2021

Committee Charter

COMMITTEE MEMBERS

Chair	Erica Lee, Membership Manager
Board Liaison	Alfred Johnson
Members	Lisa Turtle, Margie Zelenak, Gordon Salas
Staff	n/a
Meeting Frequency	Every two (2) Months – Jan, Mar, May, Jul, Sept, Nov Additional work may be completed by committee members outside of formal meetings, as coordinated by committee Chair
Committee Type	Ad Hoc
Reports To	Executive Director

COMMITTEE CHARGE

The membership committee shall provide strategic guidance and support in the areas of membership development, retention and benefits.

Committee Responsibilities

Committee responsibility changes requires the approval of the Executive Director.

COMMITTEE TASKS

#	Task	Due Date
1	Evaluate membership book options and make recommendation to the Executive Director to consider for the annual membership benefit	02/28/2021
2	Review and update talking points tip-sheet for promoting NARA membership.	3/31/2021
3	Evaluate membership benefits and make recommendations, involving finance and asset management committee, as necessary	05/29/2021
4	Recruit Organizational members – each committee member to identify and reach out to at least two (2) potential organizational members. Follow up as necessary.	Ongoing
5	Annually review trends in membership.	November
6	Identify four (4) conferences / meetings for promoting NARA membership	May (2); October (2)
7	Staff the membership table at Annual Licensing Seminar	September

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8	Provide staff with quarterly NewsLink materials promoting NARA membership and highlighting benefits of membership	March; June; September; December
9	Assist staff in implementing the Membership recruitment and retention plan.	03/31/2021
10	Plan, schedule and hold a gathering for first-time seminar attendees / new members at seminar. Coordinate with Events Coordinator and Manager, as appropriate.	Seminar Schedule

QUARTERLY REPORTS

Please provide quarterly status updates to NARA staff using the online survey link provided to the Committee Chair(s) For additional assistance, please email admin@naralicensing.org. Please include progress updates for each of the listed tasks for the committee. Updates are due by the following dates:

January – March update due: 04/09/2021	April – June update due: 07/09/2021
July – September update due: 10/08/2021	October – December update due: 12/17/2021