



MEMBERSHIP COMMITTEE

2024

Committee Charter

COMMITTEE MEMBERS

| | |
|--------------------------|---|
| Chair | Diamond Stephens, Membership Coordinator |
| Board Liaison | Jim Hart |
| Members | Sarah Atherton Steven Eng Julie Richards Shannan Smith |
| Staff | Ivoire Foreman |
| Meeting Frequency | Every two (2) Months – Jan, Mar, May, Jul, Sept, Nov 2-3 pm ET 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/CEO.

COMMITTEE TASKS

| # | Task | Due Date |
|---|--|-------------------------------|
| 1 | Evaluate membership book options and make recommendation to the Executive Director/CEO to consider for the annual membership benefit. | 03/30 |
| 2 | Evaluate membership benefits, structure and fees and make recommendations, involving finance and asset management committee, as necessary | 05/30 |
| 3 | Staff the membership table at Annual Licensing Seminar | September |
| 4 | 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 |
| 5 | Provide staff with quarterly NewsLink materials promoting NARA membership and highlighting benefits of membership | March; August; November |
| 6 | Annually review trends in membership. | November |



| | | |
|---|---|---------|
| 7 | Reach out to lapsed and graced Individual and Organizational members as assigned, to encourage them to renew their NARA membership. | Ongoing |
| 8 | Assist staff in implementing the Membership Recruitment and Retention Plan. | Ongoing |

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: 04/05 | April – June update due: 07/05 |
| July – September update due: 10/04 | October – December update due: 12/20 |