

NAGAP Volunteer Opportunity Details

Committee: Membership Committee

Travel Required: None planned at this time

Description: The Membership Committee is responsible for disseminating information on all aspects of membership in NAGAP and for promoting the benefits of membership with individuals working in the field of graduate enrollment management. Membership has three components: recruitment, retention, and recognition.

Expectations of Membership Committee:

- Attendance at monthly Membership Committee meetings (via conference call, including sub-committee calls as scheduled and needed).
- Participation in Membership Committee activities at the Annual Conference (if attending conference)
 - Assistance in planning and running the First-Timer's Reception
- Participation in phone and email outreach during membership renewal season
- Volunteering for projects and research as needed. This may include working with other committees such as Professional Development, Annual Conference, Marketing, LCE, etc.
- Assistance in setting up and executing membership information at NAGAP events in your geographical area/Chapter (i.e. receptions).

Time Commitment: 4 to 8 hours a month

Additional Information or Requirements: The committee seeks those who wish to shape the GEM field and teach others to be a leader in his/her community. The committee members will be asked to engage with their colleagues on many levels in order to recruit new members as well as retain current members.

Number of committee openings anticipated: The Membership Committee seeks team members to assist with projects in the following functional areas. These projects are based on the NAGAP strategic plan, and are subject to change based on the NAGAP Board meeting in July:

- Membership Communications – Includes writing and working with NAGAP Marketing committee members to create communications drip-campaigns to engage individuals at various points of membership funnel.
- Membership Modeling – Includes reviewing membership models from similar organizations, and reviewing historical NAGAP information to help inform membership model to present information for board consideration.
- Membership Recruitment – includes data mining to create lists of potential members and their contact information (name, title, phone and e-mail) and working with Chapters to identify opportunities to increase membership.
- Membership Retention – includes follow up on members that have not renewed as well as

identifying ways in which members can be more engaged through Higher Logic by working with the volunteers assigned to member engagement.

- Member Welcome & Recognition – engage members through personal outreach from the point they are listed in NAGAP News (phone or e-mail) and connecting them to the closest Chapter. Provide “shout outs” to highlight significant accomplishments. This may include working directly with the Marketing and LCE committees.
- Member Engagement – work to engage members through the implementation of Higher Logic and identify ways to connect them with NAGAP throughout the membership year.