

# Membership Chairwoman

**Supervisor:** Vice President

**Department:** Chairwomen

**Date Created or Revised:** August 2019

## Purpose

The membership chairwoman works to build alumnae engagement in the geographic area of the chapter by developing a recruitment and retention plan for the chapter, maintaining contact lists of members and communicating with area alumnae.

## Responsibilities

- Plan and implement a membership recruitment and retention plan to increase alumnae engagement.
- Utilize the area alumnae report in Beta Base to identify sisters new to the area or members that haven't been previously contacted.
- Contact new alumnae to the area or those who are not a part of the chapter and invite them to events.
- Follow up with alumnae who attend events to invite them to other events or to join the chapter.
- Coordinate a newsletter to be distributed to all alumnae in the area that includes information about the alumnae chapter and ways to be engaged.
- Use Beta Base to receive updated contact information for alumnae and update distribution lists as information is sent.
- Keep record of members who no longer wish to receive communications from the alumnae chapter and remove them from chapter communications.

## Expectations

- Review the Alumnae Chapter Operations Manual and resources on GammaPhiBeta.org.
- Maintain a working notebook that tracks the officer's goals and progress.
- Know the chapter's standing rules and the ways they might guide the work of the role.
- Communicate with the officers of the alumnae chapter.
- Understand and practice Gamma Phi Beta's alumnae engagement philosophy.
- Pay international alumnae dues or join Life Loyal.

## Preferred Competencies and Experiences

- Communicates with others clearly and effectively

- Engages in decision-making
- Consults resources when making decisions
- Identifies chapter needs and builds activities around those
- Implements inclusive practices in chapter activities
- Desires to try new initiatives or ideas to build alumnae engagement

