



## MEMBERSHIP COMMITTEE

### Overview

The Membership Committee is responsible for membership retention and engagement, outreach to potential new members, and managing the application and approval process for those new to the organization. The Membership Committee is tasked with developing and upholding the policies and guidelines that dictate which individuals and organizations can and should be represented in International ACAC.

### Responsibilities

#### *Membership Applications*

- Participate in the development and testing of new member forms
- Review, discuss, and approve new member applications (Individual and Organizational Category)

#### *Membership Policy*

- Contribute to discussions regarding the development of membership policies
- Provide research/reports on issues of member policy (ex. dues comparisons, NACAC compliance, etc.)
- Anticipate impact of changing trends on policy
- Review and audit current members to ensure compliance with new membership policy

#### *Member Engagement and Retention*

- Work to articulate member benefits to internal and external constituents
- Contribute to discussions regarding new ideas for member benefits
- Engage in surveys and data-driven research regarding membership, retention, and other issues
- Develop messaging regarding issues of membership
- Manage the GEM Awards (twice per year)

#### *New Member Outreach*

- Identify and engage potential members
- Generate ideas for new or creative outreach methods or populations of interest

#### *Database Management*

- Data analysis of the membership population and providing trends and updates to the members

### Level of Commitment

- Regular availability for discussion of membership applications via email (2hr/month)
- Periodic assignment of committee projects (1-2 hr/month)

- Brainstorming meetings, virtually, or in-person at the annual conference (2 hours every 4 months)

### **Necessary Traits or Qualities**

- Timely responses to communication
- A breadth of knowledge regarding the many players in the international admissions field
- A strong professional network
- Enthusiasm around issues of membership
- Creative energy to contribute to the goals of the committee
- Discretion and discernment
- Other (not needed of all members, but appreciated from some)
  - Data analysis skills
  - Strong writing skills
  - Foreign language fluency (Chinese, Hindi, Korean, Thai, Spanish, Arabic)

### **Challenges and Growth Areas**

- New member recruitment in underrepresented demographics
- Staying ahead of trends within the industry and anticipating how they might shift or change membership
- Ensuring appropriate representation in NACAC

### **Goals**

- Orientation video how-to for new members
- Annual update of policy and procedure
- Looking at membership fee structure: proposal for new member's fees

### **Term Length**

Three Years. Each person is an active member of the committee for three years, with the term beginning on July 1 of the first year and ending on July 31 of the third year.

*December 2020*