



American Society of Acupuncturists  
712 H Street, Suite 1189  
Washington, D.C., 20002

## **Charter: Membership/Benefits Committee**

### **I. Purpose**

- A. The Membership/Benefits Committee (M/BC) brings in state associations into the ASA and assists ASA member state associations to build and maintain membership by creating added value through Membership Programs and a Membership Benefits Package.
  1. Membership Programs include professional networking opportunities, national resource center for EAM related issues (including a job board), practice and professional development courses, and governance training for state associations.
  2. The Membership Benefits Package includes development and management of quality benefits from ASA partners and vendors for members.

### **II. Composition**

- A. The M/BC shall be composed of ASA members vetted by the Nominating Committee (NC) for a maximum term of five years.
  1. Applicants must submit a committee application to be reviewed by the NC, along with the M/BC Chair.
  2. Appointment is based on the individual skills and current needs of the committee. There will be a 90 days trial period to assess the compatibility of the applicant with members of the M/BC. Final approval into the M/BC will be determined by the M/BC Chair and NC.
  3. The M/BC Chair has the authority to make changes and recommend candidates to fill vacancies on the M/BC.
  4. The M/BC will have at least three members and a maximum of five.
  5. The M/BC Chair shall be determined by the members of the M/BC.
  6. The M/BC Chair reports to the Board via the Vice Chair of Operations (VCO).



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### III. Committee Members

#### A. Interests

1. Creating and organizing training courses in business, professional development, leadership, and/or governance.
2. Developing networking opportunities.
3. Gathering resources and information related to EAM.
4. Working directly with partners and vendors to expand member benefits, including discounts.
5. Willingness to work with other ASA committees as needed (i.e., conference, communications, student) to market programs and coordinate development strategies for partners.

#### B. Desirable Skills, Knowledge, and Abilities (SKAs)

1. Knowledge of the policies and procedures of the ASA.
2. Communicates effectively and credibly in both oral and written context.
3. Networking.
4. Consensus building.
5. Experience in developing training courses and working with online training programs.
6. Organized and detail oriented.
7. Use of MS Office and other software programs, such as project management platforms.

#### C. Professional and Personal Attributes

1. Enjoys making connections and establishing relationships.
2. Interest in gathering resources and information.
3. Passionate about the mission and vision of the ASA.
4. Personable, friendly, and outgoing.
5. Personal and professional integrity.
6. Principled and sincere.
7. Cooperative, yet decisive when needed.



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#### D. Responsibilities

1. Work collaboratively with ASA leadership, as well as state associations, with respect to developing and stewarding Membership Programs and a Membership Benefits Package.
2. Interface directly with the ASA Council and receive input surrounding membership matters.
3. Act as a consultative resource to the ASA on membership programs and benefits.
4. Prepare reports and make recommendations to the Board on new and evolving membership program ideas and membership benefit opportunities.

#### IV. Meetings

- A. The MBC shall meet monthly.
- B. Minutes will be documented at each meeting.

#### V. Order of Operations

- A. Questions or concerns within the MBC shall be brought to the M/BC Chair.
- B. Matters requiring the Board's attention shall be brought to the VCO by the M/BC Chair.
- C. If the M/BC Chair is the concern in question, a M/BC member may bring said concern to the VCO.

#### VI. Current Positions

- A. Chair
  1. Grace S. Ouchida
- B. Members
  1. Membership Programs Director - vacant
  2. Benefits Package Director - vacant
  3. Education and Training Director - vacant
  4. Job Board Editor – vacant



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## **VII. First Year Goals**

- A. Fill M/BC vacancies.
- B. Secure more membership with the following groups: non-member state associations, students, Asian associations
- C. Identify and deliver and market new, high value benefits for members.
- D. Streamline member discounts (and the vendors who provide them) to have better negotiating power as a national organization and to take the burden from each state to negotiate their own benefits.
- E. Assemble and market Membership Benefits Package.
- F. Create a partner and vendor database so that we can better manage relationships and keep an organizational memory so that we can strategically strengthen our corporate and institutional partners.
- G. Identify and develop training programs for state associations and their individual members.
- H. Assist other committees as needed to help accomplish goals (conference and communication, for example), and to strengthen and streamline the overall operation of the ASA.