

## 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 and practice and professional development courses.
  - 2. The Membership Benefits Package includes development and management of quality benefits from ASA Industry Partners 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 60 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 Board of Directors.
  - 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.
    - 1. The M/BC Chair shall be determined by the members of the M/BC.
    - 2. The M/BC Chair reports to the Board via the Board Chair.

### **III. Committee Members**

- A. Interests
  - 1. Creating and organizing training courses in business and professional development.
  - 2. Developing networking opportunities.
  - 3. Working directly with Industry Partners to expand member benefits, including discounts.
  - 4. Willingness to work with other ASA committees as needed (i.e., Conference, Student) to market programs and coordinate development strategies for potential Industry Partners.
- B. Desirable Skills, Knowledge, and Abilities (SKAs)
  - 1. Communicates effectively and credibly in both oral and written context.
  - 2. Networking.

3. Marketing and/or Public Relations experience.
  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.
  8. Knowledge of the policies and procedures of the ASA.
- 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. Excellent follow-through.
  8. Cooperative, yet decisive when needed.
- 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 M/BC shall meet monthly, with additional meetings as needed.
1. Meetings will be conducted via phone/Zoom monthly.
  2. Meetings will last 1 to 1-1/2 hours.
- B. Minutes will be documented at each meeting.
1. Members shall take turns writing up minutes.
  2. The M/BC Chair will share all minutes with the Board.

#### **V. Order of Operations**

- A. Questions or concerns within the M/BC shall be brought to the M/BC Chair.
- B. Matters requiring the Board's attention shall be brought to the Board Chair 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 Board Chair.

**VI. Current Positions**

- A. Chair: Grace S. Ouchida
- B. Members: Jeffrey Grossman, Bernadette Lujan, 2 vacancies

**VII. Second Year Goals**

- A. Fill M/BC vacancies.
- B. Revamp partnership and sponsorship benefits with long-term strategies.
  - 1. Identify, solicit, develop, and market new, high value benefits for members.
  - 2. Create a partner database so that we can better manage relationships and keep an organizational memory so that we can strategically strengthen our Industry and Institutional partners.
- C. Association Cultivation
  - 1. Secure more membership with the following groups: non-member state associations, students, Asian associations.
- D. Networking forums
  - 1. Develop regularly scheduled forums for professional collaboration, such as virtual Roundtables and Meetups
- E. Assist other committees as needed to help accomplish goals, and to strengthen and streamline the overall operation of the ASA.