

Regional Membership Resource Staff

Alternate Membership Liaison

APPOINTED BY: Regional Membership Director
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

Responsibilities:

- Support at-large members (Chapter- at-Large or Member-at-Large)
- Consult with chapters when questions arise concerning CAL and MAL options
- Consult with chapters and individuals about alternate membership options: Associate, Dual, Lifetime, Patron, Youth
- Provide resources for the above mentioned options.
- Attend meetings of the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communications skills
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; some travel expected

September 15, 2016

Chartered Chapter Liaison

APPOINTED BY: Regional Membership Director (RMD)
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

INTENT: This is the Resource Staff position that is recommended to the Regional Membership Director by the membership of the region by a process to be defined by the region, and that recommendation may come from a membership vote or other recommendation process. The RMD makes the appointment on an annual basis. Part of the Responsibility of this member of the Resource Staff is to be the 'voice' of the membership.

Responsibilities:

- Represents the interests of chapter management and membership on the Regional Membership Staff
- Provides and facilitates a networking group or forum for chapter administrative leaders at regional events
- Communicates regularly with chapter administrative leaders, and brings concerns and needs to the Regional Membership Director and Resource Staff
- Designs and shares Growth and Retention Incentive programs with the chapter leaders in her region (Recognition, Longevity, Attendance, etc.)
- Shares international Growth and Retention Incentive programs with the chapter administrative leaders in her region
- Brings the educational needs of Chapter Administrative leaders to the Regional Education Director, or her designee, for inclusion in regional educational programming
- Visits/Maintains contact with chartered chapters to promote membership growth and retention
- Instills in the members of her region an awareness of their relationship to the international organization, to the region, and to other choruses
- Attends meetings of the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision making skills

September 15, 2016

- Some experience in Chapter Leadership
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; travel expected

September 15, 2016

Membership Growth, Retention & Expansion Coordinator

APPOINTED BY: Regional Membership Director
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

INTENT:

This member of the Membership Resource Staff is meant to be someone who has experience and a working knowledge of membership growth and retention programs that can be used successfully in chapters of any size. Working together with the Membership Resource Staff, she also is able to design and implement 'Cold Start' plans to plant Prospective Chapters in geographic areas that can support a chorus where there currently is none.

Responsibilities:

- Plans and implements programs in the area of membership growth and retention in Chartered Chapters
- Assists chapters in revitalization with growth and retention programs
- Coordinates plans for membership growth and retention programs with the Marketing Coordinator
- Works with the Education Staff to include programming in membership growth and retention
- Responds to chapter requests for assistance in this area
- Design and implement Cold Start Chapters of Sweet Adelines (need and viability directed by the Regional Membership Director)
- Meets with the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Working knowledge of Membership Growth and Retention Programs that have proven to be successful
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; travel expected

September 15, 2016

Prospective Chapter Coordinator

APPOINTED BY: Regional Membership Director
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

NOTE: this member of the Resource Staff is the point person for Prospective Chapters throughout chartering process.

Responsibilities:

- Responds to inquiries about organizing a Prospective Chapter of Sweet Adelines
- Guides prospective chapters through the *Steps Toward Chartering* program
- Tracks both music and membership visits from regional personnel during the *Steps Toward Chartering process*
- Assigns Mentors to guide Prospective Chapters and their leadership through the *Steps Toward Chartering*
- Maintains records of Inactive Prospective chapters
- Attends meetings of the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Thorough knowledge of the *Steps Toward Chartering*
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; travel expected

September 15, 2016

Revitalization Specialist

APPOINTED BY: Regional Membership Director
ACCOUNTABLE TO: Regional Membership Director
TERM: 1 year appointment

Responsibilities:

- Delivers assessment tools to chapters in danger of losing their charters due to loss of membership/declining numbers
- Helps chapters make a decision whether to enter Revitalization or to dissolve
- Develops a plan, in conjunction with the Regional Education Team, to teach chapters in revitalization ways to attract new members and retain existing ones
- Meets with the Membership Resource Staff as requested

Each Resource Staff member is responsible for:

- Maintaining comprehensive records and forwarding materials to her successor
- Training her successor
- Providing budget information to the appropriate Regional Director
- Contributing to, and implementing her assignments from, the Long Range Strategic Plan
- Maintaining contact with other regional and International personnel as appropriate
- Appointing additional staff to assist with the implementation of responsibilities, after consulting with the appropriate Regional Director

Position Expectations:

- Strong organizational skills
- Strong verbal and written communication skills
- Ability to work independently and within groups
- Problem-solving and decision making skills
- Working knowledge of Revitalization process
- Ability to manage moderate stress in meeting deadlines and working with varying personalities
- Ability to attend regional events; some travel expected