



Position	Vice President for Membership
Term of service	2 years, eligible for re-election (beginning July 1, ending June 30)
Purpose	<ul style="list-style-type: none"> To serve as a member of the executive board of MASEA, assisting in developing policies, procedures, and programs To lead or contribute to initiatives of the MASEA Board as needed Oversee programs and initiatives to grow and service membership
Type of Position	Nominated and elected by membership
Qualifications	<ol style="list-style-type: none"> Active member of MASEA Strong written and verbal communication skills Extremely detail-oriented and customer service driven Technology adept – able to learn and use new tools easily Ability to effectively lead groups, plan and supervise events, and enthusiastically engage in mission and activities of MASEA Required to attend Regional Conference
Time Commitment Required	<ul style="list-style-type: none"> Board meetings: 1-2 hours per month plus prep time Project work: 3-4 hours monthly, depending on assignments Regular communication with board: less than 1 hour monthly

Constitution Description

The Vice President for Membership shall:

- Be responsible for the annual membership drive and upkeep of the membership records and directory.
- Recruit and advise State Call Representatives.
- Recruit and advise MASEA Volunteers.
- Serve on the following committee:
 - Conference Planning
- Be responsible for the following committees:
 - Multicultural Committee
 - Membership Committee

Detailed Responsibilities

- Be responsible for membership outreach, communication and marketing with a particular emphasis on:
 - New members
 - Lapsed members
 - Membership renewal campaign
 - Institutional and state representation
- Partner with the Treasurer to coordinate, manage, track and evaluate all membership acquisition and renewal activities through the website, including emails regarding new member acquisition, renewals, welcome messages, and special appeals.
- Provide membership statistics and information as requested by the board.
- Promptly respond to membership inquiries.
- Maintain electronic contact list on website to ensure we do not exceed maximum number (250).
- Manage the State Call Program including recruiting, advising, and engaging states.
- Recruit and advise MASEA Membership Volunteers, including implementing, managing, and evaluating innovative strategies to connect MASEA members.
- Be responsible for the following committees:
 - Multicultural Committee

