

7. MEMBERSHIP COORDINATOR

1. **Elected:**
A Membership Coordinator is elected by the members of chartered chapters in each Region or Area. She is elected for a two-year term, and may serve no more than three consecutive terms on the Regional/Area Management Team.
2. **Typical Duties:**
 - a. Represents the interests of chapter management and membership on the Regional/Area Management Team.
 - b. Communicates president/team leader and chapter needs and issues to the Regional/Area Management Team.
 - c. Provides and facilitates a forum for presidents/team leaders at Regional/Area events.
 - d. Instills in the members of her Region/Area an awareness of their relationship to the organization, to the Region/Area, and to other choruses.
 - e. Develops a plan, in conjunction with the Education Coordinator, to teach chapters in revitalization ways to attract new members and retain existing ones.
 - f. Plans and implements programs in the area of membership growth and retention.
 - g. Works in coordination with Marketing Coordinator on membership growth and retention plans.
 - h. Visits and maintains regular contact with chartered chapters to promote membership growth and retention programs.
 - i. Guides prospective chapters through the Steps Toward Chartering program.
 - j. Assists chapters in revitalization with growth and retention programs.
 - k. Develops support staff to assist in planning and implementing programs such as
 - (1) Steps Toward Chartering
 - (2) Membership recruitment
 - (3) Membership retention
 - (4) Chapters in revitalization
 - l. Appoints a Chapter-at-Large Coordinator to ensure CAL members' awareness of and inclusion in Regional/Area events, programs, and publications.
 - m. Appoints a Chapter Coordinator to maintain regular contact with chapter presidents/team leaders to assess and communicate chapter needs to the Membership Coordinator.

7. MEMBERSHIP COORDINATOR (Continued)

3. Responsibilities:

Each Regional/Area Management Team member is responsible for:

- a. Maintaining contact with appropriate staff members at International headquarters.
- b. Maintaining comprehensive records and forwarding materials to her successor.
- c. Training her successor.
- d. Appoints staff to assist with the implementation of responsibilities as needed.