

## **USGBC Central Texas – Balcones Chapter Membership Committee**

The **Membership Committee** comprises two co-chairs (one in Austin and one in San Antonio) and an agreed number of committee members (ideally three in each center). The Membership Committee's overall role is to increase and retain membership by developing and delivering programs and events designed to attract new participants. The Committee works with the Board and the Executive Director to develop and retain Chapter member relationships in line with the Chapter's overall strategic plan.

The Committee is responsible for:

- Actively recruiting new individual members
- Ensuring membership retention and renewal
- Highlighting changes made to USGBC membership
- Communicating the value of membership
- Updating Chapter membership benefits annually
- Reporting to the Board with membership updates
- Coordinating programs with the Development Committee in order to expand and retain Chapter membership

**Role of Board Liaison** is to serve as the conduit between the Committee and the Chapter Board, and to help inform, report, and provide oversight and guidance to the Committee on an as needed basis.

**Role of Executive Director** is to guide, provide overall direction, and support the decisions and actions of the Committee in executing the plan as well as to help coordinate events that support the Committee's/Chapter's continuing efforts.

**Role of the Committee Chair** is to oversee the Committee's activities, find and retain Committee members, work with the Board Liaison on status reporting procedures and work with the Executive Director on plan development and implementation.

**Requirements:** As per the Chapter Bylaws, the Committee Chair must be a Chapter Member in good standing. Committee members may come from the Chapter membership but are not required to do so.

**Term:** The Committee Chairs are encouraged to commit to a minimum term of 18 months to two years.

### **Tools provided:**

- List of current members provided monthly
- Volunteer Tracking
- Technical support – WebEx access and Constant Contact database
- Template letters for current and lapsed letters
- Template letter for specialty group
- Committee resource guide
- General USGBC and Chapter information documents

Contact: [members@usgbc-centraltexas.org](mailto:members@usgbc-centraltexas.org)