



Membership & Outreach Chair/Webmaster Position Description

Basics

- Selection Process: Appointed
- Executive Committee? No
- Voting Rights? No
- Estimated Time Commitment: 5 hours/month
- Core Responsibilities:
 - Website
 - Programming & Events
 - Membership
- Administrative Emails: membership@dcpbk.org, website@dcpbk.org

Responsibilities:

Abide by the [Board Member Code of Conduct](#)

Website

- Monitor inbox(es) for administrative email(s) above, respond to queries in a timely manner (ideally 1 week or less)
- Coordinate with Secretary to continually maintain up to date board member information on website
 - Edit “Leadership” page on website to reflect current board composition
 - Use “Team Member” pages in WordPress to publish bios and & headshots for each board member (edit/delete pages for former board members)
 - Change personal and group email forwarder rules in Siteground to reflect current board composition per current board member contact list forwarder rules on third tab (do not change forwarders for language groups, advisory council, or officers)
 - Edit logins for WordPress and MembershipWorks to reflect current board composition (**do NOT use personal emails for logins**, only board emails, for easier handoff)
- Assist members with website issues (password resets, etc.), including board members with logins
- Coordinate with Social Media Chair to ensure up to date Social Media widgets on website
- Keep website pages up to date in collaboration with other board members
- Regularly administer website updates and security checks



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Programming & Events

- Co-Chair Events & Programs Committee with Vice President of Member Experience
 - Coordinate committee meetings and/or emails to delegate programming tasks in parallel with event-planning
- Run existing Coffee & Conversation program:
 - 1 hour speaker program over Zoom every Quarter (usually weeknights after 6)
 - 30-45 minutes in either lecture or interview format
 - 15-30 minutes member Q&A
 - Draft a list of questions to ask speaker in event of members not having any
 - Send outreach email to request speakers for upcoming quarters (about 3 month's lead time if possible)
 - Send regular reminder emails as date approaches (1 month, 1 week, 2 days) to confirm
 - Line up 1 or 2 back-up speakers in case of cancellation
 - Engage members for feedback on desired topics/speakers
 - Send certificate of appreciation to past speakers and maintain relationships for future C&C engagements
- Regularly engage members for feedback on desired programming (annual survey)
- Lead the development and management of new programs according to member feedback
- Monitor Event RSVPs and manage attendance as needed (inform registered attendees of changes, cancellations, reschedulings, etc.) in collaboration with event host (book club, language groups, etc.)
 - Event reminders 2 weeks before event to all members
 - Copy the most recent event reminder
 - Update the content with the event you want to promote
 - Upload the full member list
 - Rename the email and change the subject line
 - Event reminder 1 week before event to attendees
 - Copy the most recent event reminder to RSVPs



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- Update the content as needed
- Upload the list of attendees
 - Be sure to scrub the list for those with unpaid dues, as you will send them a different email
- Rename the email and change the subject line
- You can also change the “Reply to” address, just make sure you update the content of the email to reflect membership as the sender
- Notification to members with unpaid dues who RSVP’d for an event
 - Copy the most recent event reminder to members with unpaid dues
 - Update the content as needed, but be sure to keep the language about paying dues
 - Upload your list of event attendees that did not pay dues
 - Rename the email and change the subject line
 - You can also change the “Reply to” address, just make sure you update the content of the email to reflect membership as the sender

Memberships

- Keep email templates within MembershipWorks “Customization” page up to date with current board member contact information
- Check MembershipWorks **weekly** for upcoming changes to membership statistics:
 - Renewals
 - Upcoming Renewals
 - **Monthly** email blasts
 - Send reminder email informing members their renewals are coming up later in the month (ensure contact details are up to date)
 - Past Due Renewals (31 days)
 - **Weekly** email blasts
 - Copy previous emails from the 31 days overdue folder (ensure contact details are up to date)
 - Upgrades/Downgrades
 - For canceled memberships, send a check-in email to confirm whether or not they intended to cancel their membership
 - New Members
- Make note of any bounced emails on timeline (add event → note → “Email Bounced,” then copy member to “Bounced Emails” folder and keep a copy in the existing folder)
- Maintain Membership statistics within the following parameters:



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- Recent Graduate/Current Student/Free Membership: **MAXIMUM 20-25% membership**
- Accounts past due: **MAXIMUM 10-15% membership**
- Paying Members: **MINIMUM 60% membership**