

SOM Alumnae Association Board Job Description
Membership Chair Position
Last Updated: February 2007

Purpose: To maintain membership records, recruit new members and retain existing members.

Role: The Membership Chair position is a voting position. The role of the Membership Chair is to oversee all SOMAA membership activities.

Term of Office:

SOMAA Voting and Associate Board members are elected to an initial two-year term¹. At the end of her 2nd year of service, a Voting or Associate member may choose to remain on the board for a third year. At the end of her 3rd year of service, a Voting or Associate Board member may choose to remain on the Board for a fourth and final year².

General Board Member Responsibilities:

- Attend and actively participate in monthly Board meetings (four in person Board meetings and seven phone meetings) and the annual Board retreat
- Be fully conversant in the mission, goals, policies and current activities of the Board; be capable of describing this to other SOM alumnae
- Encourage alumnae participation in SOMAA and SOM alumnae events
- Encourage SOM alumnae to become professional members of the SOMAA and to donate to the SOM Annual Fund
- Contribute to the SOM Annual Fund at or above the Leadership level
- Serve on 1-2 standing and/or special Board committees
- Actively participate in SOM and SOMAA activities
- Assist in the documentation of SOMAA policies and procedures

Position Responsibilities:

- Take the lead in organizing and chairing the membership committee
- Develop new membership and membership retention campaigns and implement on-time and within budget
- Coordinate the development and distribution of membership materials including membership benefits, membership welcome packet, and membership forms
- Work with ODAR to update and maintain membership records
- Work with ODAR and the SOM Dean to identify new members and to cultivate and strengthen relationships with all members
- Report on Membership activities and results at Board meetings
- Create opportunities for membership registration at events where Alumnae gather
- Help to coordinate the solicitation of member and non-member input and feedback via surveys, focus groups, etc.
- Convert graduating students into new members upon graduation. Coordinate with MBA Program office as appropriate to best understand the mechanisms for capturing this population
- Work with the alumnae relations office at the main campus to remain aware of the benefits that our alumnae receive through the College
- Understand how the SOM and SOMAA compare with other schools in terms of Alumnae benefit offerings
- Take the lead in helping to enhance member benefit offerings

¹ Voting and Associate members are defined in the Board Bylaws.

² The four year term limit is a lifetime limit.

Key Relationships:

- SOM staff and the SOM Office of Development and Alumnae Relations (ODAR) - to ensure the best interests of the alumnae community are represented
- SOMAA Membership
- All Other SOMAA Chairs
- SOMAA Benefit Providers
- MBA Program Office or SOMAA Student Representatives – to ensure that the new Alumnae population is being converted

Measurement Guidelines:

- Board Meeting Attendance
- % Increase in new membership and renewals
- Accuracy of Alumnae contact list

Preferred Qualifications for All Board Members:

- Demonstrated commitment to SOM
- Interest in contributing to the alumnae community
- Leadership abilities
- Ability to think strategically
- Team player who would complement the diversity and capabilities of current Board make-up
- Commitment to give required time
- Initiative and ability to make an impact in the position
- Prior board experience (This is not required for Associate Board Members.)

Preferred Qualifications for this Position:

- Previous experience in recruiting for a membership organization