

M&P Committee Guidance Document

The M&P committee can have a large impact on recruitment, retention, and chapter health. Therefore, the board has defined the following guidance for the committee:

The Board's Philosophy:

1. The committee reports to the executive director. The committee will function as an extension of the membership department in Columbia, taking direction from the executive director.
2. The committee will operate within its approved budget, focus on cost effective initiatives, and proceed in an efficient manner.
3. The committee chair is free to appoint additional members as the workload demands and when special skill sets are needed. The committee chair is encouraged to terminate from the committee any members who demonstrate nonproductivity.
4. Except for routine matters, all output from the committee shall be presented to the executive director by the committee chair in the form of organized data or recommendations. It shall be the responsibility of the committee chair to decide which recommendations are made to the executive director. All decisions to proceed are made by the chair and the executive director, with the latter having the final word.

General Guidance:

1. The committee will focus the majority of its attention on membership: a) recruitment and retention; b) identifying techniques for chapter improvements to be included in chapter assistance documents; and c) the creation of benchmarks that demonstrate the health of chapters. Publicity shall be left to the communications department.
2. The committee will work on initiatives as listed below and/or as directed by the executive director.
3. The committee chair shall prepare and submit to the executive director no later than April 15 of each year for review and acceptance a) a status report; and b) a proposed work plan for the new fiscal year. Whenever a new committee chair is appointed, he/she shall within two months of appointment either assure the board that the current work plan is still valid, or create and submit a new work plan.
4. The committee chair shall assure the executive director annually by September 1 (or within two months of appointment) that the committee's written procedures are up-to-date.
5. No projects may be initiated without agreement between the committee chair and the executive director. No projects may be initiated without an appropriate work plan.
6. The board chair, executive director, and the membership department head shall be included in all committee correspondences and they are encouraged to participate in discussions and activities.
7. Committee members shall be encouraged to send the committee chair regular progress reports on their specific assignments.

Specific Guidance:

The committee will focus on the following areas with the objective to develop promising recommendations and methodologies that can be handed off to headquarters or chapters for deployment:

1. Member recruitment techniques – the committee will investigate ways to increase member recruitment in the following areas: “Young” people (35 years old or younger); retired people (55 years or older); and females.
2. Member retention techniques – the committee will investigate ways to retain members, including reinstating former members and learning why members leave the organization.
3. Annual chapter survey – the committee will continue surveying chapters with the express purposes of a) defining which chapters need help to stay afloat and b) collating best practices that can be shared among chapters via the chapter operations manual. Although the committee will identify chapters needing assistance, helping chapters on specific problems will be left to headquarters staff or the board.
4. New chapter creation – the committee will review requests for new chapters and make appropriate recommendations to the board.
5. Chapter assistance documents – the committee will ensure that chapter assistance documents; e.g., operations manual, chapter creation handbook, chapter requirements notifications, etc., are kept up-to-date.
6. Chapter charter revocations – the committee will review chapters that are unresponsive or refuse to complete surveys or requests and determine if a recommendation for action should be made to the board.

I, _____, agree to the philosophy and guidance stated herein.

Date: _____