

**Atlantic Canada Water and Wastewater Association  
Membership Director  
Terms of Reference  
Revised December 2018**

**Role:**

The Membership Director serves on the Board of Directors of the Atlantic Canada Water and Wastewater Association and is a voting member. The Membership Director shall be a member of the American Water Works Association or the Water Environment Federation.

The Membership Director is responsible for all aspects within the ACWWA relating to membership and volunteering.

**Term:**

The term of the Membership Director is three years with a maximum of two consecutive terms.

**Reporting Structure:**

The Membership Committee via the AWWA Membership Chair and the WEF Membership Chair report to the Membership Director. The Volunteer Committee via the Volunteer Chair report to the Membership Director. The composition of the Membership committee shall have Membership Director, AWWA membership chair, WEF membership chair & new member/volunteer chair.

**Duties and Responsibilities:**

- Actively promotes membership in AWWA and WEF.
- Sets policy and direction for the ACWWA with regard to membership and volunteer activities.
- The AWWA Membership Committee should meet at a minimum four times a year, with additional meetings scheduled as required. Meetings can be carried out by teleconference.
- **Call meetings, prepare an agenda and chair membership committee meetings**
- Provide strategic direction for the committee chairs with linkage to the Board's strategic direction, and assist them in establishing committee goals for each fiscal year.
- Acts as the liaison to all other committees at the local and national level for all membership and volunteer issues.
- Reviews membership lists on a regular basis to determine if there are any trends of increasing or decreasing membership.
- Maintains an open and continuing dialogue with both the AWWA's and WEF's membership departments and uses their resources whenever possible.

- Ensures that the membership and volunteer committees are carrying out their mandated roles.
- Contact and actively encourage the non-members attendees who attend the Annual Conference, seminars, and workshops to join AWWA or WEF
- Review both AWWA & WEF membership lists to determine if there are any trends of increasing or decreasing membership.
- Provide a list of new AWWA & WEF members for each issue of the magazine that have joined since the previous issue.
- Reports to the Board on activities related to membership and volunteering.
- Keep track of list of Utility Members and their designated representative  
Support AWWA & WEF in keeping and recruiting new AWWA members
- Assist the Atlantic Canada Water and Wastewater Association in creating a diverse and inclusive membership and establishing an organizational environment that recognizes, encourages, celebrates, and effectively utilizes each individual member's talents.

### **Goals and Objectives:**

- Ensure that both the Volunteer Committee and the Membership Committee have a full complement of committee members.
- Along with Volunteer Chair and Committee, make volunteers feel engaged and appreciated.
- Attend the AWWA Membership Summit, typically held end January/beginning of February each year in Denver, CO at the AWWA headquarters.
- Become knowledgeable of all facets of membership in both AWWA and WEF.
- Have regular contact with the Volunteer Committee Chair and Membership Committee Chair.
- Focus on first year members and encourage renewal. Consider having a dedicated volunteer manage first year members and reach out to them at the 11 month mark to encourage renewal.

### **Specific Recommended Tasks**

- Prepare monthly summary of membership totals for AWWA and WEF.
- Recognize members during Membership Appreciation each fall with a letter and a small gift.
- Annually update the Welcome package (including letter) and the 6 Month Survey that goes out to new members.
- For each edition of the Go With the Flow magazine, submit the following to the Magazine Chair:
  - Current stats on membership. Number of AWWA and number of WEF members.
  - Compile list of ACWWA memberships (watch out for overlapping WEF and AWWA) and send to Magazine Chair so he/she can give to publisher for mailouts.

- Submit list of new members to be recognized as joining the association since previous edition.
- Twice a year, write an article for the Magazine on a membership related topic.
- After the ACWWA conference, reach out to all the non-members who attended the conference and offer membership.
- Prepare and develop the membership plan each year to show how you will recruit and retain members and submit to AWWA.
- Prepare Board reports.
- Administer Photo Contest from June 1<sup>st</sup> to August 31<sup>st</sup>
- Check website links periodically.
- Prior to each magazine, do a draw for everyone that has referred a new member in past quarter. Winner gets a prize (recommended \$50 gift card).
- For new members, have a dedicated volunteer:
  - Maintain list of new members
  - Once a month, send a list of new members to Executive Director so he/she can send out a Welcome Package
  - Once a month, send a list of 6 month members to Executive Director so he/she can send out our survey
  - At the 11<sup>th</sup> month mark, reach out to the new member and encourage renewal
  - Prior to each magazine, send Director a list of new members since last edition
  - At the 3-4 month mark, get in touch with new member with some benefit information.

**Approved XXX**