

POSITION DESCRIPTION: FL AAUW DIRECTOR FOR MEMBERSHIP

Position overview: Oversee efforts to recruit and sustain a diverse, active FL AAUW membership.

Overall Responsibilities:

- Assemble a state membership committee to develop and implement membership activities.
- Establish an e-mail group list of all branch membership vice-presidents and FL AAUW Directors-at-Large for communicating state and Association information on a timely basis.
- Evaluate previous state membership development efforts, assess current membership state demographics, and identify underrepresented groups.
- Ensure that membership development priorities are integrated throughout the FL AAUW strategic plan.
- Based on the FL AAUW strategic plan develop a state membership action plan with measurable goals and objectives which support branch and state recruitment efforts and recognize branches for growth, retention, diversity, and significant anniversaries.
- Communicate state membership goals to branches and support their membership development efforts.
- Appoint and work with a designated College/University chair who is responsible for coordinating College/University representatives throughout the state.
- Review state members-at-large list; forward to branches and encourage them to invite members-at-large to join a local branch.
- Work with other state officers and committees on membership.
- Attend all FL AAUW executive committee and state board meetings.

Specific responsibilities to branches: Maintain regular contact with branch membership vice-presidents and support their membership development efforts through motivation, encouragement, regular communication, technical assistance and support. Attend membership recruitment workshops and training at state and regional conferences. Distribute information sent by AAUW's association office to branches.

Specific responsibilities to the Association: Complete, maintain, and submit all membership reports and adhere to all Association membership policies. Encourage branches to do the same. Establish relationship with Association Membership Committee Chair and Association Membership staff.

Leadership skills helpful to the position: Planning and goal setting, communications, marketing, team building, consensus building and leadership development.

Time commitment: Time necessary to accomplish the above responsibilities. Serve on the FL AAUW executive committee and state board, attend all executive committee and state board meetings, state convention and serve on committees as assigned. Attend regional conference and Association Convention if possible.