

MEMBERSHIP VICE-PRESIDENT

The Membership Vice-President (MVP) is specifically responsible for planning, coordinating, implementing, and reporting membership activities.

Key Responsibilities:

- Plan:
 - Analyze current membership trends and target markets.
 - Collaborate with district coordinators to support membership growth.
 - Target higher education institutions for recruitment with key chairs.
- Coordinate:
 - Align membership committee activities with other committees.
 - Recruit and delegate tasks to membership committee members.
 - Participate in marketing efforts to promote membership.
- Implement:
 - Establish an email listserv for branch MVPs and presidents.
 - Work on recruitment techniques and new member orientation.
 - Track branch recruitment levels and assist branches at risk of disbanding.
- Report:
 - Present membership trends and projects to the board.
 - Publish membership updates in the *Keystoner* and state Yearbook.

Preferred Qualifications/Skills:

- Experience leading or working within committees, with the ability to delegate and motivate team members.
- Excellent verbal and written communication, with the ability to connect with diverse groups and facilitate collaboration.
- Ability to develop and implement long-term membership strategies and timelines.

For more details regarding this role, please review the [AAUW-PA Board Handbook Appendix 2.3 Membership Vice-President](#)

