

Manual of Instruction

Section Name: Chairs

Section Number: 2.13

Title: Membership

Description: Membership responsibilities include retention, growth, expansion and membership awards.

Structure of Committee: The Committee shall be made up of the Chair and Vice chair and committee members. The committee members should include Membership Chairs from the Local Chapters and the Assistant Region Directors.

Duties of the State Chair:

- 1) Retain records and pass to new Membership Chair to ensure a smooth transition
- 2) Form committee(s) to carry out the following activities:

Membership Retention and Growth:

- 1) Monitor membership reports generated from the NYSW database
 - a) Membership categories are:
 - Member (Individuals who are members of Local Chapters, Region and the State organizations)
 - Member at Large (Individuals who are members of the State organization)
 - Student Member (Individuals who are enrolled in an accredited educational institution and are members of a Local Chapter, Region and the State organizations)
 - Associate (Dual) Members (individuals who are members of more than one Local Chapter)
 - When paying and renewing state dues, the Local Chapter of record is the Primary chapter.
 - Local dues are paid directly to the second Local Chapter. The database Manager must be informed when these dues have been paid. Note: an entry will be made in the database and the Associate Member will appear on both, primary & secondary's Chapter, rosters.
 - Associate Members may hold office or chair a committee in either or both Local chapters. However, an individual may serve as President or President-Elect only in their primary Local Chapter.
 - b) Lapsed Members are individuals whose membership has expired.
 - If back-dues are received within 6 months from expiration, it will be recorded as a renewal as of the date their membership lapsed
 - If dues are paid after 6 months from expiration, the receipt of their dues will be recorded as a new member with an effective date as of the date received. (Note: the member will lose their original join date / anniversary date)
 - c) Renewing Members and new members shall pay dues as described in the Membership dues process (see TK 1.08 membership dues process)
- 2) Prepare membership reports for distribution throughout the year..

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- 3) Assess and report the effectiveness of programs used to attract new members and retain present members.
- 4) Study membership turnover in NYSW, assess the reasons for changes, and report findings to the membership.
- 5) Take appropriate action on membership referrals and prospects received from any sources.
- 6) Conduct membership workshops at Local Chapters, Regions and any state event.
- 7) Stress the importance of NYSW orientation programs at the Local Chapter level.
- 8) Encourage chapters to obtain membership aids and material generated by NYSW.
- 9) Notify the State President of any disbanding chapters, and when necessary, assist the President in carrying out procedures for disbanding a chapter (see TK 3.06).
 - a) Monitor and assist chapters with declining membership
 - b) Review Membership Yearly Rpt by Chapter (available in database Reports) for chapters with less than 5 members in "Total as of previous year" and "Total as of current year."
 - c) Notify chapters (see TK 2.13 Dissolution Notification to Chapters) that have less than 5 members for 2 fiscal years

Membership Awards

- 1) Review NYSW membership awards and citations, and discuss possible changes with the EC; inform Local Chapters and Regions of these awards and schedule for submission.
- 2) Compute chapter and Region membership figures for NYSW awards. Obtain appropriate checks from State Treasurer, if necessary.
- 3) Prepare membership certificates for members who have attained the following levels of membership: 5 years, 10 years, 15 years, etc. for distribution. (Note: The NYSW database contains a program for printing Certificates)

Membership Expansion

- 1) Conduct research on NYSW chapters including reasons for their success and why they failed / determine if a Local Chapter can be restarted.
- 2) Identify all potential new charters (e.g., disbanded chapters, college communities, areas without current Local Chapters, communities with Chambers of Commerce)
- 3) Work to charter new Local Chapters
 - a) Implement procedures for establishing a new chapter
 - b) Track the status of all new charters-in-progress and assist the Regions to assure that all expansion campaigns move towards chartering
 - c) Communicate regularly with the Local Chapter membership chairs, membership committee and Executive committee regarding the status of all potential and new Local Chapters. Status report should be included in the Chair's Board and Conference book report
 - d) Assist new Local Chapters in planning and carrying out a chartering event; invite the NYSW Executive Committee to help celebrate the official charter events

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Creating a New Local Chapter

- 1) A temporary leader shall make application to the Executive Committee requesting the creation of a new Local Chapter
- 2) The new Local Chapter will be a provisional chapter for one (1) year. After one (1) year, if the new chapter does not have more than 5 members, then the Executive Committee shall vote to continue the provisional status or to remove approval for the new chapter
- 3) During the provisional period, the temporary leader of the chapter shall create a Local Chapter Bylaws, set the Local Chapter dues amount and obtain a Tax ID# /open a bank account.
- 4) Upon provisional approval of the Local Chapter by the Executive Committee, the new chapter will have up to \$250 for the creation of an official chapter website and for the ordering of chapter promotional materials
- 5) To access and spend the \$250, the temporary leader must work with a member of the Executive Committee or the Membership Chair to seek reimbursement or payment for the designated expenses
- 6) During the provisional period, a new Local Chapter will move from a provisional chapter to an official chapter once the chapter has five (5) members.
- 7) Once the new chapter has five (5) members, a vote must be held to officially adopt bylaws, set the chapter dues and elect officers.

Note: Duties of the Temporary Leader and Duties of NYSW toward the provisional chapter are contained in TK 2.13: Checklist for Chartering a new Local Chapter

Duties of the Region Chair

- 1) Represent the Region as a member of the State Membership Committee
- 2) Participate, whenever possible, in workshops conducted by the State Membership Chair
- 3) Establish a Region Membership Committee (may be composed of the Membership Chairs from each of the Local Chapters)
- 4) Monitor the membership in each Local Chapter and work closely with the Membership Chair in each Local Chapter
- 5) Assist Local Chapter Membership Chairs by offering workshops to help retain and expand membership
- 6) Inform Local Chapter Membership Chairs of programs and initiatives of the State Membership Chair
- 7) Encourage the formation of new Local Chapters and support the efforts of the new temporary Local Chapter's leader.
- 8) Inform State's President-Elect and Membership Chair of membership developments in the Region's Local Chapters

Duties of the Local Chapter Chair

- 1) Become familiar with the State and Local Chapter's Bylaws and Manual of Instruction/Policies and Procedures
- 2) Establish a Local Chapter Membership Committee
- 3) Encourage the retention and expansion of the Local Chapter's membership
 - a) Set a Local Chapter membership increase goal and a plan to achieve it

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- b) Contact members when they have missed meetings
 - c) Contact lapsed members and investigate reasons why members do not renew and develop corrective action
 - d) Pursue all prospective membership leads
 - e) Assess effectiveness of programs in attracting and retaining members
 - f) Report at Local Chapter board meetings and Annual Meeting on the status of member retention and increase
- 4) Induct new members
- a) Coordinate with Local Chapter President & Program Chair for scheduling
 - b) Prepare New Member Packet, including Welcome letter, Local Chapter Bylaws, Roster, Local Chapter history and other helpful information
 - c) Plan New Member Induction Ceremony
- 5) Attend Membership Workshops at State and Region meetings
- 6) Work with Local Chapter Treasurer to verify accurate information on each member, i.e., renewal date
- 7) Encourage members to update their profile in the NYSW database
- 8) Prepare files and materials to give to successor and ensure smooth transition

Financial Implications

Membership expenses are included in the NYSW State budget; check Region and Local Chapter budgets for allowable expenses

Included in Toolkit

- TK 2.13 Checklist for Chartering a New Local Chapter
- TK 2.13 Letters: Invitation letter to potential new members
 Invitation letter to ex-NYSW members inviting them to join
- TK 1.08 Membership Dues Process
- TK 2.13 Membership marketing material (brochures, literature)
- TK 2.13 Membership NYSW Inc. Application
- TK 2.13 Notification of Dissolution

Date of Board Approval: 4/6/2013 revised 10/05/14

Effective Date: 4/6/2013

* Underlined passages denotes wording from the NYS Women, Inc. Bylaws

Article V: Membership Section 1

Article XII: Duties of Officers, Section 1

Article XIV: Executive Committee, Section 2(d)