

**Virginia Medical Group Management Association  
Membership Committee Charter  
(to include Marketing Sub-Committee)  
(June 2020)**

**Purpose, Authority, and Duties**

The Membership Committee (“Membership Committee” or “Committee”) and the Marketing Sub-Committee (“Marketing Sub-Committee” or “Sub-Committee”), Member Committees as defined in Virginia Medical Group Management Association’s (“VMGMA” or Association”) Bylaws, serve to assist VMGMA and its Board of Directors (the “Board”) in VMGMA’s membership recruitment and marketing efforts and to support its mission while also responding to the needs of the VMGMA Members and the profession at large.

**Mission**

*Membership Committee*

The mission of the Membership Committee is to 1) identify ways of attracting new members, retain current members and potentially increase corporate and student members 2) collaborate with and support the efforts of the other VMGMA committee 3) strive and assist with onboarding, recruiting and renewing members and 4) identify ways to enhance existing membership.

*Marketing Sub-Committee*

The Marketing Committee is committed to developing and implementing marketing initiatives and activities to increase awareness of the Association and attract new members. The Marketing Committee is committed to providing compelling and innovative promotional and marketing materials in order to enhance attendance at VMGMA programs. The Marketing Committee is committed to being ambassadors for VMGMA within the industry.

**Report and Accountability**

The Membership Committee and Marketing Sub-Committee shall provide reports to and shall advise the Board on issues and developments, as may be appropriate from time to time. The Membership /Marketing Committee may work with other committees from time to time.

**Governance**

The Committee and Sub-Committee are overseen and have delegated authority as an authorized Committee by the VMGMA Board.

### *Membership Committee*

The Membership Committee shall be comprised of at least three (3) board members, to include the secretary (who shall serve as the chair of the committee). The Vice Chair of the Committee, appointed by the Secretary, is a member of the Board. The Membership Committee members shall serve a two (2) year term. The Board may remove the Chair and Vice-Chair of the Membership Committee for cause, as reasonably determined by the Board. The Chair of the Membership Committee may remove any active member for cause, as reasonably determined by the Chair with board approval.

### *Marketing Sub-Committee*

The Marketing Sub-Committee shall be comprised of at least three (3) board members. The Vice-Chair of the Sub-Committee is the chair of Membership Committee. The Marketing Sub-Committee members shall serve a two (2) year term. The Board or the Chair of the Membership Committee may remove the Chair of the Marketing Committee for cause, as reasonably determined by the Board and/or Chair of Membership. The Chair of the Marketing Sub-Committee may request the Chair of Membership Committee remove any active member for cause, as reasonably determined by the Chair of Membership with board approval.

The Committee(s) Chairperson shall have the authority to request information and clarification from the Executive Director.

### **Operating Responsibilities**

The Membership Committee duties and responsibilities include, but are not limited to, the following:

1. Recommend changes to membership classes, fees and benefits offered to members.
2. Contact new members to welcome the new members to the organization and promote the organizations benefits that are offered. Executive Director to send welcome package.
3. Collaborate with and actively support the efforts of the VMGMA committees.
4. Develop and recommend the annual Committee budget for review and approval by the Board of Directors.
5. The Membership Committee shall provide reports to and advise the Board on membership and marketing issues and developments, as appropriate.
6. The Committee will accept other responsibilities as assigned the VMGMA Board or the Executive Director.
7. Respond to disgruntled members' calls and solicit feedback for improvement.
8. Contact delinquent members prior to cancellation and encourage them to renew.
9. Ensure committee members serve as greeters and ensure that each new member is addressed at new member's reception at conferences.
10. Host and lead new member orientations at conferences to explain VMGMA mission, vision, benefits, offerings and value of networking.
11. Develop/Revise annual membership recruitment and retention plan.
12. Establish and implement goals of membership recruitment and retention plan.

13. Assist in developing satisfaction surveys.
14. Determine and implement new ways to increase member satisfaction.
15. Contact lapsed members to evaluate and respond to needs not being met by VMGMA.
16. Identify new member benefits and services that are needed based on member feedback collected, as well as enhancements to existing member benefits.

## **Goals**

### *Membership Committee Members Responsibilities:*

1. Attend 90% of all Committee meetings.
2. Provide input/suggestions to expand/ improve services and add value to membership.
3. Provide input/suggestions on how to increase membership to further support VMGMA initiatives.
4. When attending a meeting, support and promote membership involvement.
5. Be able to answer questions regarding VMGMA's mission, objectives and structure; address questions and provide information regarding membership (e.g. questions relating to dues, membership categories, etc.).
6. Actively recruit new members and promote and encourage participation in VMGMA.
7. Follow up with any potential members you contact to address questions, provide additional information, and help facilitate their joining VMGMA.
8. In your region, reach out to those who have not renewed their membership to determine why and encourage them to rejoin.
9. Assess membership needs through instruments such as surveys and questionnaires or other methods suggested by the Chair and communicate the member's needs to the Chair.
10. Maintain liaison with VMGMA Committees to ensure alignment of objectives

### *Marketing Sub-Committee Members Responsibilities:*

The Marketing Sub-Committee duties and responsibilities include, but are not limited to, the following:

- 1 The Marketing Sub-Committee will develop strategies on how to communicate VMGMA's message to potential members and to generate interest in the causes it represents.
- 2 Create marketing tools (brochures, flyers, etc.).
- 3 Present the organization's mission and objectives so that potential members have a clear impression of what the organization stands for and why they should support it.
- 4 Identify and develop the broad messages and themes to use in marketing to various regions of VMGMA.
- 5 Keep board informed of marketing activities and goals.
- 6 Recommend to the Board appropriate language and visual representation of VMGMA to external/internal members.
- 7 Educate the VMGMA community and members of the Board as to their responsibilities as ambassadors of the VMGMA brand.

- 8 Assure adequate resources and proper usage of marketing funds to support the marketing strategic plan.
- 9 Ensure unified branding and messaging across the organization.
- 10 Serve as liaison with other VMGMA Committees to ensure alignment of objectives.

## **Goals**

### *Committee Members Responsibilities:*

1. Attend 90% of all Sub-Committee meetings.
2. Provide input/suggestions and assist with development of the marketing strategy used to promote the organization's mission and causes.
3. Provide input/suggestions on how to market to new members, current members, corporate members, student members, and potential members (large hospital systems) to further support VMGMA initiatives.
4. Be able to answer questions regarding VMGMA's mission, objectives and structure; address questions and provide information regarding VMGMA (e.g. questions relating to dues, membership categories, etc.).
5. Assess marketing needs through instruments such as surveys and questionnaires or other methods suggested by the Chair and communicate the member's needs to the Chair.
6. Act as an ambassador of the VMGMA brand.

## **Quorum**

Eighty percent (80%) of the then current voting Members of the Committee and Sub-Committee respectively, either in person or by electronic vote as deemed appropriate by the Board and legal counsel, shall constitute a quorum for the transaction of business at a meeting of the Membership or Marketing Sub-Committee.

Notwithstanding any of the foregoing, the legal liability of any of the Membership/Marketing Sub-Committee Members shall be no greater than that of other members of the Board.

## **Meetings**

The Membership Committee and Marketing Sub-Committee shall meet from time to time as deemed necessary either in person or by electronic means to carry out its functions as described in the Bylaws. In the absence of the Chairperson, or in any other event the Co-chair will act as The Chairperson, or in the event of the absence of the Chairperson from any meeting, Co-chair of the Membership Committee or Marketing Sub-Committee, respectively, will chair all meetings of the respective Committee(s). The Chairperson(s) shall set the agenda of items to be addressed by the committee(s).

## **Voting**

Each voting member of the respective Committee(s) shall have one (1) vote to adjudicate authoritative actions of the committee, or to make formal recommendations for review and ratification by the VMGMA Board. All votes to take place during a Committee call must be approved in advance by the Executive Committee. Votes may be discussed in the next scheduled VMGMA Executive Board meeting or forward for electronic (email) voting by the VMGMA Executive Board to approve such recommended actions. If a vote takes place during a Committee call that was not prior approved, then the vote must be communicated to the Board. This would allow the Board to override the vote if they so deemed within one (1) business day of receipt of communication.

## **Minutes**

The Executive Director shall be responsible for the recording of all minutes of every meeting of the committee. However, in the event the Executive Director is not available, the Chair of the committee may appoint an individual to take the minutes of the meeting. In the absence of the Executive Director, the individual taking minutes shall ensure that the minutes are legible and will forward the minutes to the Executive Director for preparation and posting. The Chairperson(s) of the respective Committees shall report to the Board of Directors regarding the Committee and Sub-Committee, as applicable, activities and actions and any matter of concern at the first Board of Directors meeting following any Membership Committee or Marketing Sub-Committee meeting.

The Committee and Sub-Committee shall keep regular minutes of its meetings to be posted on the website for review and comment by the Board of Directors.

## **Procedure**

The Membership Committee and Marketing Sub-Committee shall follow all procedures followed by the Board in conducting its affairs, including but not limited to preparing written agendas and maintaining written minutes, and shall otherwise conduct itself as required by §13.1-869 of the Code of Virginia.