

Virginia Medical Group Management Association
Membership & Marketing Committee Charter
(June 2020 / Reviewed & Revised Nov. 2021)

Purpose, Authority, and Duties

The Membership & Marketing Committee (“Membership & Marketing Committee” or “Committee”), Member Committee as defined in Virginia Medical Group Management Association’s (“VMGMA” or Association”) Bylaws, serves 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

- 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 committees.
- 3) Strive and assist with onboarding, recruiting and renewing members.
- 4) Identify ways to enhance existing membership.
- 5) Develop and implement marketing initiatives and activities to increase awareness of the Association and attract new members.
- 6) Provide compelling and innovative promotional and marketing materials in order to enhance attendance at VMGMA programs.
- 7) Be ambassadors for VMGMA within the industry.

Report and Accountability

The Membership & Marketing 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 is overseen and has delegated authority as an authorized Committee by the VMGMA Board. The 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 Board may remove the Chair and/or Vice-Chair of the Membership & Marketing Committee for cause, as reasonably determined by the Board. The Chair of the Membership & Marketing Committee may remove any active member for cause, as reasonably determined by the Chair with board approval. The Committee Chairperson shall have the authority to request information and clarification from the Executive Director.

Operating Responsibilities

The Membership & Marketing 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. Provide reports to and advise the Board on membership and marketing issues and developments, as appropriate.
6. Accept other responsibilities as assigned by the VMGMA Board or 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 events.
10. Host and lead new member orientations to explain VMGMA mission, vision, benefits, offerings and value of networking.
11. Develop and/or 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. Identify new member benefits and services that are needed based on member feedback collected, as well as enhancements to existing member benefits.

Goals

1. Provide input/suggestions to expand/ improve services and add value to membership.
2. Provide input/suggestions on how to increase membership to further support VMGMA initiatives.
3. When attending a meeting, support and promote membership involvement.
4. Be able to answer questions regarding VMGMA's mission, objectives and structure; address questions and provide information regarding membership (i.e. questions relating to dues, membership categories, etc.).
5. Actively recruit new members and promote and encourage participation in VMGMA.
6. Follow up with any potential members you contact to address questions, provide additional information, and help facilitate their joining VMGMA.
7. In your region, reach out to those who have not renewed their membership to determine why and encourage them to rejoin.
8. 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.
9. Maintain liaison with VMGMA Committees to ensure alignment of objectives.

10. Develop strategies on how to communicate VMGMA's message to potential members and to generate interest in the causes it represents.
11. Create marketing tools (brochures, flyers, etc.).
12. 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.
13. Identify and develop the broad messages and themes to use in marketing to various regions of VMGMA.
14. Keep Board informed of marketing activities and goals.
15. Recommend to the Board appropriate language and visual representation of VMGMA to external/internal members.
16. Educate the VMGMA community and members of the Board as to their responsibilities as ambassadors of the VMGMA brand.
17. Assure adequate resources and proper usage of marketing funds to support the marketing strategic plan.
18. Ensure unified branding and messaging across the organization.

Quorum

One more than fifty percent (50%) of the then current voting Members of the Committee, 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 Educational Committee.

Meetings

The Membership & Marketing 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 and as more particularly described herein.

Attendance

In the absence of extenuating circumstances, a committee members' attendance will be considered unsatisfactory if the member misses one (1) or more meetings of the committee.

Voting

Each voting member of the Committee 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 shall report to the Board of Directors regarding the Committee, as applicable, activities and actions and any matter of concern at the first Board of Directors meeting following any Membership & Marketing Committee meeting.

Procedure

The Membership & Marketing 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.