

ANNY Membership Engagement Committee

PURPOSE

The Membership Engagement Committee of the Assessment Network of New York (ANNY) is responsible for determining and addressing the needs of members and potential members, designing and distributing communications and benefits. The committee will monitor satisfaction of members and will report regularly on membership information.

ROLE OF THE MEMBERSHIP ENGAGEMENT COMMITTEE

- Compose and distribute communications, focusing on information to ANNY board, volunteers on committees, and members.
- Create website content, especially content that pertains to or would be restricted to current members (for example, content that requires a current member login to access).
- Assess the needs of members including membership options and benefits, event programming, and communication channels.
- Develop and maintain a volunteer form to be distributed at least once a year.
- Periodically assess member satisfaction with ANNY's offerings to members.
- Periodically gather ideas and preferences from both members and stakeholders.
- Report on demographics of members in order to support decision making.
- Work closely with the Website and Social Media Task Force to optimally communicate to board members and current ANNY members.

COMMITTEE ROLES/POSITIONS

The Membership Engagement Committee will include both board members and non-board volunteers.

- The Membership Chair leads this committee.
- Ideally at least one other board member will be an active committee member.
- Two to four non-board volunteers as are needed to fully resource this committee.
- Recruitment, number of volunteers, and tasks assigned will be at the discretion of the Events Chair.

In the course of completing these tasks, the Membership Engagement Committee interacts and works with the Secretary to ensure cohesive communication from ANNY, and with the Events Committee about event planning.