

# **NACD NORTH TEXAS MEMBERSHIP COMMITTEE CHARTER AS OF 2015**

## **PURPOSE OF THE COMMITTEE**

The purpose of the Program Committee (the “Committee”) is to build a community where peers can connect and discuss board topics. In order to do so, the Committee will focus on attracting and recruiting qualified new Members to the organization as well as Member retention, Member involvement and engagement.

## **COMMITTEE MEMBERS**

Chair/Vice Chair/Co- Chair will be recommended by the Nominating/Governance Committee (the “NGC”) and approved by the Board. Members will be appointed annually and will be from the Board but may, based on the Chair/Co-Chair’s recommendation, be comprised of a limited number of non-Board Members for specific expertise requirements of the Committee and be appointed annually. The size of the Committee will vary from time to time based on projects and work load and recommendation of the Chair/Co-Chair’s however it is recommended that the Committee be comprised of at least 8 members, including Co-Chairs in order to accomplish its objectives. These recommendations will be reviewed by the NGC and approved by the Board.

## **COMMITTEE STRUCTURE AND OPERATIONS**

The Committee shall meet as often as necessary but no less than quarterly during the program year to carry out the responsibilities under this Charter. Meetings will be in person whenever possible or by phone; a call-in is encouraged when a Member cannot attend a meeting in person. The Committee may, in its discretion, delegate all or a portion of its duties and responsibilities to a subcommittee of the Committee. The Committee Chairs shall make regular reports to the Board.

## **COMMITTEE GOALS AND RESPONSIBILITIES**

- Attract and recruit qualified new Members to organization:
  - Members will be sitting company Board Members.  
Note: Marketing to our organization by Members is discouraged and should be limited to our paying sponsors.
- Member retention: Retain members during the length of their terms as sitting Board Members and through the transition to a new Board
- High membership participation/attendance at NACD events:  
Goal: Programs that touch 50% of membership (half of chapter Members attend one event per year or more).
- Build a community where peers can connect and discuss Board topics:  
Goal: Increasing participation in Peer-to-Peer sessions, Lead Director Network and increasing enrollment to LinkedIn Group or other social media.

- Recruiting:
  - Coordinate general recruitment efforts so they are effective in building our membership base.
  - Encourage and promote guest participation for our regular events which is an effective means of recruitment.
  - Liaison/resource for guests considering membership (being a general point of contact for prospects seeking guidance, greeting guests at meetings, etc.) and referring them to the NACD website regarding membership and national staff, as needed.
  - Identify new Member and Lead Director prospects as well as full Boards in DFW area. Use NACD provided data and other sources of data provided from Members, such as head hunting firms. Coordinate recruitment of new members. Assist in Lead Director Network recruiting.
- Headquarters Membership Data: See that a process is in place to ensure Membership data comes regularly from our local chapter and national headquarters in a form that is both manageable and useful toward facilitating committee's objectives (utilizing Chapter staff properly).
  - New Members: Welcome new Members. Organize new Member reception once a year to welcome incoming Members. Explain the membership life cycle and benefits.
  - Existing Member Engagement:
    - Co-chairs to represent Membership and provide an input to the Program Committee.
    - Encourage meeting attendance through multiple methods (i.e. LinkedIn, personal invitations, etc.)

## REPORTS

Co-Chairs will report "state of Membership" and current efforts to the Board at every Board meeting. The committee members will receive a copy of the committee report to the board.

- Metrics:
  - Membership Growth: Efforts should result in achieving 10% membership growth year to year.
  - Membership Quality: Ensure that sitting directors comprise no less than 90-95% of total membership.
  - Membership of Full Boards: Recruit several new full-Boards each year
  - Member Retention: Goal should be no less than 85% renewal
    - Reduce membership churn (non-renewals) to less than 10-15% by reaching out in a timely manner to Members whose memberships have expired and not renewed.