



Membership Engagement Committee

Purpose

Identify and address opportunities relative to recruitment and retention of WOCN Society new and current Members.

Composition

1. The Membership Engagement Committee consists of a chair and at least six to 10 members including the chair. The President, or a designee, serves as an ex-officio member.
2. **Appointment/Term of Service:** The chair is appointed by the president and approved by the Board of Directors. Committee members are selected by the committee chair and approved by the Board of Directors. The chair and committee members may serve a one year term with the option of serving an additional, term. Terms will be staggered accordingly to prevent all members from rotating off at the same time.
3. **Eligibility:** In addition to the general criteria of the WOCN Society for membership, consideration is also given to scope of specialty practice, type of setting, representation of advanced practice, and geographic location, to insure diversity of membership.

Responsibilities

1. Continue implementation of outreach to new members through use of prepared script (email and calls, depending on member preference)
2. Must participate and complete an orientation (given by the National Office) on the benefits and services that the Society offers to members
3. Work with designated staff to prepare and create a member outreach program that orients and familiarizes members on the member benefits available to them
4. Work with designated staff on engaging new members through new member virtual meetings (both clinical and member benefits focused) and any additional tactics as identified in the engagement plan
5. Assist with networking opportunities as assigned and identified in the Engagement plan and work to identify new opportunities
6. Reviews all topics (questions asked) and posts (responses to questions asked) made to the assigned groups within the Online Community
7. Responds to any unanswered topics posted and/or forwards any unanswered topics to the Committee Chair if unable to answer.
8. Alerts Committee Chair and WOCN National Office staff of any activity that violates official Online Community Group Rules and Conditions of Use (available in Document Library).
9. Work with designated staff to review the current Career center and work to build a career development/professional practice section
10. Other tasks and projects as assigned by staff and the Board of Directors