

## **AAUW Indiana Director of Membership**

**Overview of position:** oversee efforts to recruit and sustain a diverse, active membership in Indiana.

### **Overall responsibilities:**

- Assemble an Indiana membership committee to develop and implement AAUW Indiana's membership activities;
- Evaluate previous AAUW Indiana membership development efforts, assess current membership and Indiana demographics, and identify underrepresented groups you would like to recruit;
- Develop an Indiana membership action plan with measurable goals and objectives. Your plan should support branch and Indiana recruitment efforts and recognize branches for growth, retention, diversity, and significant anniversaries;
- Ensure that membership development priorities are integrated throughout AAUW Indiana's strategic plan;
- Communicate AAUW Indiana membership goals to your branches and support their membership development efforts;
- Renew AAUW Indiana members-at-large and encourage them to become branch members when possible;
- Seek out opportunities to promote membership, sponsor membership events, and facilitate membership recruitment at activities and events;
- Work with other Indiana officers and committees to integrate membership with other Indiana priorities including diversity, program, public policy and the Voter Education Campaign, AAUW Funds, leadership, and visibility;
- Promote the formation of branches and satellites in Indiana. Serve as a key resource for branch and student organizers and for branches that are developing satellites, disbanding, or merging;
- Report on Indiana membership statistics and trends as requested;
- Develop and oversee the membership budget in Indiana.

**Specific responsibilities to Indiana branches:** maintain regular contact with your branch membership vice presidents and support their membership development efforts through motivation, encouragement, regular communication, technical assistance and support, and membership recruitment workshops and training at Indiana conventions.

**Specific responsibilities to National:** compile, maintain, and submit all membership reports and dues and fees as requested and adhere to all National membership policies. Encourage branches to do the same.

**Specific leadership skills helpful to the position:** planning and goal setting, communications, marketing, team building, consensus building, and leadership development.

**Time commitments:** along with the time necessary to accomplish the above responsibilities, serve on the Indiana board of directors and other committees as assigned. Attend Indiana conventions and board meetings. Attendance at the AAUW national convention is strongly encouraged

**Available resources:** AAUW Membership Committee and staff, membership brochure, Branch Presidents/State Leader mailings, *AAUW in Action*, membership campaign materials, and the AAUW website.