



## **MEMBERSHIP ENGAGEMENT COMMITTEE**

### ***Purpose of Committee***

The Committee is tasked with enhancing the membership experience within AUPHA, including

- Support AUPHA's strategic goal of fostering a welcoming and engaging membership experience that values the perspectives, experiences, and contributions of all members.
- Assist with the Annual Membership Survey.
- Help develop membership campaigns that will expand membership in North America and globally.

### ***Committee Make-up***

The Committee will consist of two Co-Chairs, one a member of the AUPHA Board of Directors, and a committee of between 10 – 12 members.

### ***Role of Co-Chairs & Members***

Co-Chairs:

- Keep the committee on schedule.
- Set virtual committee meetings in conjunction with the staff liaison, AUPHA's Director of Membership.
- Create meeting agendas in collaboration with staff.
- Assign and follow up on tasks.

Members:

- Attend virtual committee meetings scheduled by the Co-chairs and staff.
- Identify opportunities for engaging new members and first-time attendees at AUPHA's Annual Meeting.
- Assist with the development of a Global Ambassador program.
- Assist with the Annual Membership Satisfaction Survey.