

Membership Committee Charter

CHARTER EFFECTIVE DATE AND DURATION:

- Start date is March 1, 2019
 - Ongoing
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STAFF LIAISONS:

Works with the Senior Director of Membership and Membership Program Manager

MEMBERSHIP COMMITTEE PURPOSE:

The Membership Committee provides input and insights into the CPCU Society's recruitment and retention strategies and suggests tactics. This includes delivering short-term and long-term recommendations that will result in membership growth, improved employer support, and increased member engagement that will improve recruitment and retention rates.

DELIVERABLES:

Membership Committee:

- Identifies and addresses recruitment and retention challenges and assists in the creation of new strategic initiatives aimed at increasing membership and employer support.
- Plans and collaborates with staff on existing and new membership campaigns.
- Reviews current and past membership trends to provide informed recommendations for CPCU Society improvement and expansion
- Explores opportunities to expand membership eligibility and/or structure to engage the broader risk management and insurance industry . Recommends new categories of membership.
- Identifies the needs of member types and recommends the development of services to meet those needs.
- Recommends ways to acknowledge new members and to encourage participation in society activities. Participates in welcoming activities.

Champions Advisory Sub-Committee:

- Contributes strategically in support of membership recruitment and retention goals through engagement of the Society's champions program.
- Provides strategic guidance and input into new programming efforts and materials for society Champions.

Both

- Attends and participates in full committee meetings and provides overall feedback on society membership efforts.
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ACCOUNTABILITY:

- The Membership Committee reports to the Leadership Council.
- Membership Committee members meet virtually at least four times per year, in person at the Annual Meeting and Leadership Summit and other times that may be necessary. The committee may also conduct business by e-mail.

- A majority of the members of the Committee shall constitute a quorum for the transaction of business, and the affirmative vote of a majority of those present shall be necessary for any action by the Committee.
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MEMBERSHIP COMMITTEE CHAIR:

The Chair is appointed by the President of the society. Preference in selection is given to individuals with strong communication, organizational, relationship-building/networking, and strategic planning skills. The Leadership Council must endorse the Committee Chair selected by the President.

COMPOSITION:

Up to 12 members including one chairperson and one vice chairperson.

- 4 volunteers to serve on the Champions Advisory sub-committee
- Two staff liaisons for the committee and subcommittee
- Attention should be paid to the diversity of the committee. Committee members should represent a broad age range, position level, organization type and geographic area At least 1 early-career professional to serve on the Committee

Members of the Membership Committee are appointed by the Membership Committee Chair, subject to approval by the Leadership Council.

TERM+:

Membership committee members serve for a one year term and may be reappointed for a second and third one year term, serving no more than three consecutive years, provided that the term of a Committee member appointed to serve as Committee Chair shall be extended for the duration of his or her Chairship.

The Membership Committee Chair shall serve as Chair for a term of one year and no more than two consecutive years. Exceptions to this policy can be made at the discretion Leadership Council.

A committee member may re-serve after being off the committee for two years.

+ So that all terms do not expire at the same time three classes of committee members will be appointed in 2019 as follows:

- The term of four members will expire at the end of 2019
 - The term of four members will expire at the end of 2020
 - The term of four members will expire at the end of 2021
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SELECTION PROCESS AND QUALIFICATIONS:

Membership Committee members are identified through an open call for qualified volunteers. Selection is based on the following qualifications:

- A CPCU Society member for a minimum of three consecutive years.
- Minimum of five years of professional experience in the insurance industry.
- Society knowledge and experience.
- Is a CPCU designation holder or working towards a CPCU designation?
- Ability to work independently and virtually to complete deliverables as required.

- Demonstrates honesty, sensitivity to and tolerance of differing views, a friendly, responsive and patient approach, community building skills, a sense of humor and a concern for the development of the CPCU Society.
 - Maintains confidentiality of work due to the exploratory nature of the Committee's projects.
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REMOVAL OF COMMITTEE MEMBERS:

A Membership Committee member may be removed at any time, with or without cause, upon (i) the affirmative vote of two-thirds (2/3) or more of the other Membership Committee members, or (ii) the affirmative vote of a majority or more of the council members present at a duly called meeting of the Leadership Council where a quorum is present, provided that written notice of the intention to consider the removal of such committee member has been included in the notice of the meeting at which such removal will be considered.

APPROVAL:

All Charters must be approved by the CPCU Society President.



March 15, 2019

Jill D. McCook, MEd, CPCU, CLU
2019 President and Chair, CPCU Society Leadership Council

Date