

MEMBERSHIP DIRECTOR

Major Responsibilities

Annual Membership Campaign

Help increase membership by:

- Reaching out to local companies, agencies, universities and media outlets to introduce the association and KC Chapter to potential members
- Identifying key contacts at local colleges and universities to build and develop relationships with the KC Chapter. Provide materials to students as needed, and arrange for speakers from the KC Chapter Board to present at student organizations as necessary.
- Contacting visitors who attend chapter meetings or other interested individuals and provide materials and information as necessary to encourage membership

Membership Maintenance

Maintain the KC Chapter member information by:

- Downloading the KC Chapter roster on a monthly basis from the ISACA International database and distributing it to the appropriate Board members as needed
- Verify and correct inconsistencies in membership information
- Accessing and corresponding with members through KC Chapter Membership e-mail account

Member Retention

Help retain current members by:

- Analyzing membership statistics to identify trends
- Analyzing Chapter meeting attendance to identify trends
- Periodically contacting members and completing satisfaction surveys as needed.
- Contacting non-renewing members to determine reasons for discontinuing membership; attempt to persuade them to renew
- Reporting concerns to the KC Chapter Board
- Helping the Board recognize exam passers

Reporting Responsibilities

The Membership Director reports to the chapter Secretary and works closely with the President, Vice President, and Programs Committee.