



**Board of Directors**  
**Membership/Outreach Vice President**  
**Position Description and Duties**

Revised 2-15-2019

Purpose of this position is to be responsible for membership growth and retention. This Vice President is responsible for coordinating with Executive Director and Senior Center's Board regarding outreach to other senior groups, welcoming new members to the center and monitoring the members interest and satisfaction. The Membership/Outreach Vice President is an elected member of the Castle Rock Senior Activity Center's (CRSAC) Board of Directors (BOD) and the Senior Citizens Foundation Board of Directors., hereinafter referred to collectively as the CRSAC. As such assume responsibility for ensuring that the CRSAC always works within its established bylaws, any approved Mission statement, as well as any goals previously defined and approved by the BODs.

Primary responsibilities of the Membership/Outreach Vice President:

- The Vice President should form a committee to assist in membership and outreach activities. This Committee should have a minimum two members.
- Work/Co-chair with "Meet and Greet" coordinator to welcome new members and introduce them to all aspects of the center.
- Develop and maintain a membership campaign.
- Develop promotions on benefits of membership.
- Make membership information available to the public by attending meetings and promoting benefits of joining.
- Be familiar with membership database, produce reports and monitor membership numbers and report membership statistics to the board. Attrition rates and trends should also be monitored.
- Attend monthly BOD meetings and report on membership status and satisfaction.
- Work with New Member Ambassador and ensure that all new members are called and welcomed. Encourage attendance at New Member Meet and Greet.
- Work with the BOD and business staff in developing member's satisfaction and attrition surveys and participate in delivery, analyzing and reporting of surveys.
- Works closely with the BOD members and on other duties as requested by the BOD.