



Membership Committee Abstract

PURPOSE:

Convert individual previously exposed to CCIM, either locally or nationally, into members. Retain a diverse membership of CCIM designees, candidates, and other high caliber professionals in the commercial real estate industry.

Primary Areas of Responsibility

1. Membership Recruitment
2. Membership Retention
3. Member Engagement/Communications (Tech & Social Media)
4. Annual Installation/Awards Event
5. Maintain and update the committee abstract annually to align with organization goals

STRATEGIC GOALS

1. Create and maintain an environment of inclusion
2. Understand and communicate member satisfaction to Board

DESIRED OUTCOME(S):

1. Grow new memberships – 5% year over year
2. Reduce the number of dropped members year over year

ANTICIPATED ACTION ITEMS* (These are the tactical action items that are going to achieve the goals.)

- Reach out to CCIM National members that are not currently local members and other membership leads either received by other local members, events, or inquiry calls.
- Survey members for satisfaction, whether in person, via telephone, or electronically
- Contact local members
- Manage social media oversight and updating
- Develop membership email campaigns (Executive Director to assist with implementation)

* Committee may expand the action item to include additional services that the committee feels will support the goals. It is recommended that the committee present scope expansion to the Board of Directors to avoid duplicative effort or overlap with other committee responsibilities.

TIME AND SERVICE COMMITMENT

- Length of Service
 - Committee meets monthly
 - Committee may meet via teleconference and/or in person
 - Committee requires a minimum of 1 year commitment, 2 years is optimal
 - 1.5 hours of service per committee volunteer per week (average) is the goal
- 3 Committee Positions (minimum recommendations)
 - One CCIM Designee (Chair)
 - One CCIM Candidate
 - Additional Members which can be Affiliate, Student, or Faculty.
- Board of Director Meetings
 - The Committee Chair is responsible for submitting a Committee Report to the Executive Director to be included with the Board Meeting Agenda for review by the Board.
 - Committee Chair and members are not required to attend the monthly Board Meetings, but may attend as guests (see “Guest Policy”)

SUPPORT EXPECTATIONS

The Chapter Executive Director is a valuable support to the Committee and can provide the following service:

- Committee meeting attendance via telephone to ensure alignment with chapter goals
- Updating website
- Developing and sending email campaigns
- Updating membership directory

QUALIFICATIONS

Identifying the right volunteers in the right positions is critical to the success of the organization. The right volunteer for this committee may have one or more of these qualifications:

- Passion for people
- Positive attitude
- Enjoys talking on the phone
- Ability to overcome obstacles

COMPOSITION*

To encourage diversity and member engagement, committee chair positions are appointed annually by the local CCIM President, in cooperation with the Executive Board and existing committee members. Board members are not encouraged to maintain committee positions, however, committees of less than 3 members total, may receive Board representation until the committee has a sufficient number of members to operate efficiently. Committee members are encouraged to volunteer for one committee only.

**Composition is based on total member engagement and will require flexibility until engagement can support the goals.*

EXCLUSIONS

This Committee is not responsible for event planning, beyond what is identified in this abstract, or for sponsorships.

CROSS-COMMITTEE COMMUNICATION

Participation in the events and services provided by other committees is important to cultivate leads. Additionally, this committee may receive feedback that might be useful to other committees.