



## Membership Director

*Qualifications (per WSPTA Uniform Bylaws Article 7, Section 3)*

- Must be a member of a local PTA.
- Shall have served at least one year on the WSPTA board of directors or at least one year on the WSPTA membership committee or as a local PTA or council officer for two separate PTA fiscal years.

### *Basic Functions*

Serves as an elected member of the board of directors representing the entire membership and the best interests of the association. Maintains open communication with and exercises personal leadership in the motivation of board members and the membership-at-large. Takes part in monitoring and evaluating organizational performance and effectiveness.

### *Duties, Responsibilities and Authority*

Consistent with the *Articles of Incorporation, WSPTA Uniform Bylaws, WSPTA Strategic Plan, WSPTA Policy Manual, and WSPTA Board of Directors Handbook*, the membership director:

- Attends all meetings of the board of directors, as well as convention, board retreat, board education workshops, leadership conference, and legislative assembly.
- Provides leadership education as requested and authorized. Presents at region conferences and *PTA and the Law* trainings as needed.
- Supports policies, programs, projects, and activities adopted by the board of directors and committees.
- Responsible for other projects as assigned by the president.
- May be assigned to monitor a task(s) associated with the *WSPTA Strategic Plan*. Will report progress to the board of directors.
- Represents the association to other organizations as requested by the president.
- Provides a yearly committee plan of action to the board.
- Provides written and oral reports to the board and as requested by the president.

- Provides information for the annual report as requested.
- Collaborates with all state directors.
- Reviews and updates all membership handbooks, publications, resources, and trainings as requested by the leadership director and/or president.
- Responsible for the creation of membership-related communication content for *Leadership News*, social media, *Membership News*, and any other communication channels. Responsible for providing input on updating content area webpages. Works with communications and staff.
- Serves as chair of the membership committee. Sets meeting schedule and agenda for and attends all meetings of the membership committee. Communicates regularly and works directly with region directors and service delivery teams regarding membership updates, resources, and opportunities.
- Works with the president to set a statewide membership goal.
- Works with staff, communications, and the president to select a membership theme/logo and membership contest(s).
- Works with staff to implement the membership awards program.
- Develops strategies for membership recruitment and retention.
- Identifies statewide membership trends and areas of growth and aligns tasks to meet the strategic plan.
- Identifies successful practices in PTAs with high membership and communicates those practices to local PTAs/councils.
- Develops and implements membership marketing strategies in concert with the executive director and the board of directors.
- Is a resource to local PTAs, councils, and regions regarding all aspects of membership.
- Participates with other state PTA membership leaders via National PTA's *State PTA Membership Facebook* page.
- Share National PTA membership materials with area vice president's, region directors, and local leaders.
- Attends National PTA membership meetings.
- Supports any *Zooming into Membership* events within Washington state, at the state or region level.

### *Relationships*

- Responsible to the board of directors and to the membership for seeing that programs and policies of the association reflect the needs of the membership.
- Consults regularly with the executive committee and members of the board of directors.
- Consults with WSPTA staff as needed.
- Consults regularly with the membership committee.
- Consults regularly with National PTA membership representative.