

## **Membership Committee**

### **Charter:**

- Identify ways to grow the membership.
- Identify ways to grow the return on investment a company makes in being a member.
- Consistently obtain and assess membership feedback on the value of membership.
- Oversee the policy and process for membership renewals.
- Oversee and participate in the ISA New Member Ambassador Program.
- Review new member applications and present to the ISA Board of Directors for approval.

### **Focus Areas:**

- **Membership Recruitment**
  - Establish a process for identifying and seeking out subcontractors in constructions trades where ISA membership is under represented.
  - Identify ways to connect with nonmember companies to attract them to an ISA function.
- **Membership Makeup**
  - Maintain at least a 60% subcontractor representation within the ISA membership and report to the ISA Board of Directors on any imminent imbalance.
- **Membership Retainage**
  - Maintain at least a 90% membership renewal rate and report to the ISA Board of Directors on any challenges to achieving this rate.
  - Monitor the membership renewal process that staff carries out annually.
  - Monitor the ISA New Member Ambassador Program and participate as ambassadors.
- **Membership Value**
  - Develop strategies to obtain and assess membership feedback.
  - Provide recommendations on opportunities to add value for ISA membership to the ISA Board of Directors as needed.
  - Monitor the ISA brand and messaging.

### **Staff Responsibilities:**

- Carry out membership application process
  - Application questions, reporting to membership committee
- Carry out membership renewal process
  - Invoicing, reporting, follow up contacts
- New member process and Assignment of ISA Ambassadors
- Monthly reporting of metrics
  - New, retainage, budgetary, membership makeup

### **Committee Guidelines:**

- Committee Design
  - Total of 10-12 members
  - At least 50% from subcontractor companies

**Committee Chair:** Jhennifer Sanchez, bo-mar

**Committee Vice-chair:** Dan Drewry

**Board Liaison:** Chris Harrington

**Meeting Frequency:** Monthly