

Membership experience department overview

Last Modified on 12/12/2022 2:06 pm EST

Dedicated to: individual members

Scope: strategic planning around member recruitment, retention, and engagement across the region; regional recruitment and engagement activities/initiatives

Tasks and focus areas:

Member recruitment: getting people to join HBA

- Maintenance/population of regionally-specific About the HBA slide deck (*regionally unspecific deck provided by HBA Central*)
- Execution and content handling for all *regional*/HBA introductory events; guidance to chapters on appropriate execution for chapter-level HBA introductory events
 - **Lunch and Learns:** in conjunction/collaboration with Corporate Relations, events sharing the value of HBA with company employees
 - **Meet the HBAs:** simple regional virtual events to tell other prospective members about HBA, encourage them to join
- Chapter unspecified prospect outreach:
 - Using prospect list conduct outreach to potential prospects to show/sell the value of HBA

Membership engagement: getting people engaged so they stay (retention)

- Execution and content handling of *regional*/**Making the Most of Your Membership** events: simple regional events (primarily virtual at the regional level) to tell existing HBA members more about how to get the most value possible about HBA, including volunteering
- Chapter unspecified member outreach/care: using regional membership reports, conduct outreach to members who have not selected a chapter to find ways to better engage them regionally/locally
- Connect, guide and share the value proposition of volunteering with HBA, with the goal to build "volunteer pool" of prospective volunteers/leaders. This pool of candidates can then be pulled from as needed, connected to other chapter/regional departments to help on committees/with small tasks OR to the volunteer leader department to be placed in a leadership role
- Radical hospitality needs/team deployment for regional events/programs during and post-event
- Regular engagement with members via the regional member Community as a robust resource to connect members

See also role descriptions for:

- **President**
- **Vice president**
- **Regional director**
- **Regional committees**

