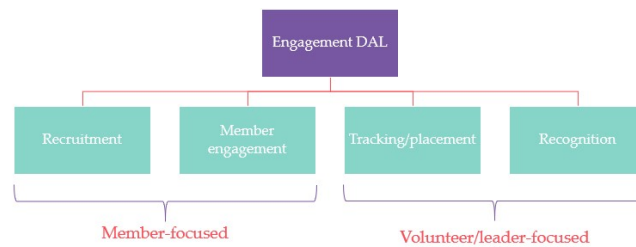


Engagement DAL committees and detailed tasks

Last Modified on 03/26/2025 9:24 am EDT



Recruitment: HBA introductory events and other recruitment strategies

- Identification for opportunities to hold HBA introductory events:
- Collaboration with corporate relations to provide Lunch & Learns within local companies
- Planning of in-person and virtual Meet the HBA/engagement events to recruit other local new members and show them the value of HBA
- Lead all HBA introductory events by delivering the content to explain the organization, sell the value proposition and share ways for individuals to get involved
- Execute other local recruitment initiatives as needed in line with regional priorities and chapter goals to find new members
- **Regional connection:** Prospecting and recruitment regional director, Engagement COE

Member engagement: member orientation/other engagement initiatives and volunteer recruitment

- Plan and execute local new member orientations to guide recently joined members through the organization and how to make the most of their membership
- Attend local HBA events and practice radical hospitality, ensuring all attendees make connections and that no attendee leaves unsatisfied
- Actively sell the value proposition of volunteering, recruiting members into volunteer and/or leadership roles
- Execution of other local member engagement initiatives as needed in line with regional priorities and chapter goals to ensure member satisfaction and engagement
- **Regional connection:** Engagement and retention regional director, Engagement COE

Tracking and placement: volunteer and leader administration, support and connections

- Works to maintain an accurate database of local volunteers/their roles and up-to-date knowledge of volunteer staffing needs across all chapter functional areas
- Interacts as needed with new potential volunteers, guiding them through available volunteer opportunities that fit their personal needs/goals to find the best fit and get them involved
- Gathers feedback from chapter volunteers to gauge volunteer satisfaction and opportunities for improvement
- Connect new volunteers to necessary chapter DAL and/or committee chairs to be on-boarded
- **Regional connection:** Engagement Ops/Insights regional director and HBA Leadership Advisory regional director (as appropriate), Engagement COE

Recognition: recognizing local volunteers for their outstanding efforts

- Leads all volunteer recognition and awards initiatives within the chapter
- Prompts chapter leaders and committees when opportunities for recognition are available
- Manages the entire recognition process from submissions to rewards fulfillment, working with other functional

areas as needed to ensure recognition are communicated to the local membership (via MarComm) and at events (via Programming)

- **Regional connection:** Recognition regional director, Engagement COE

Regional connection points graphic:

