PURPOSE

The principal responsibility of the membership advisory group is to support the growth of a vibrant, diverse membership at CSAE. It will focus on exploring and recommending inclusive and innovative member recruitment and retention practices, to enhance the member experience and promote association growth.

ACCOUNTABILITY

- The membership advisory group operates within the strategic direction of CSAE.
- The advisory group is accountable to CSAE's Manager, Membership and Database Marketing.

AUTHORITY

The membership advisory group will:

- Work collaboratively to make recommendations to refresh CSAE's membership model in alignment with current and prospective member needs.
- Review member data and membership trends reports and develop critical success factors for membership growth.
- Identify best practices and opportunities to grow an inclusive, diverse and equitable membership community through inclusive membership recruitment and retention initiatives.
- Act as a CSAE ambassador to promote awareness of the membership community and association sector.
- Create and promote a member community focused on equity, diversity and inclusion.

TEAM SUPPORT

CSAE employees as designated provide support to the membership advisory group through full professional and administrative services.

ADVISORY GROUP MEMBERSHIP

- The membership advisory group is comprised of a minimum of five to a maximum of twelve CSAE members, including:
  o At least one business member.
  o At least one member from the Mighty Ones network.
  o At least one member must be a CAE.
- Term: members agree to serve for minimum one year, renewable.
- A chair will be appointed at the beginning of the term and serve as chair for one year (renewable).

ADVISORY GROUP MEETINGS

- The membership advisory group meetings will be held virtually on Zoom every other month.
- Additional meetings/work may be scheduled as required during the year.
- The frequency of meetings may be reassessed by the advisory group and adjusted as needed.