

Membership and Recruitment Coordinator

The Membership and Recruitment Coordinator is responsible for encouraging the growth of membership in SLA.

Duties:

1. Serves as a member of the Advisory Board.
2. Maintains up-to-date membership records as downloaded from the SLA website's Membership Directory, and alerts the Association office of irregularities with membership lists.
3. Writes welcome communications to new members, inviting them to upcoming Unit or Association activities, and sends their names to the SLA Connect Community Admin to be welcomed.
4. Supplies items for the newsletter/SLA Connect community encouraging recruitment of new members. These items should discuss the requirements for membership and inform members of the application process, and provide a link to the [online membership application](#) form.
5. Acts as host to new members attending their first Unit Meeting or arranges for Unit officers to fulfill this duty.
6. Reaches out monthly to members who are up for renewal the following month, encouraging them to renew.
7. Regularly reminds members to renew membership by highlighting the value of membership.
8. Follows-up with lapsed members by encouraging reinstatement. Personal telephone calls or e-mails from other members or officers are particularly effective.
9. Plans recruitment activities or campaigns to attract new members to the Association, including distribution of brochures and registration forms to non-member attendees at Unit meetings and to other potential members.
10. Plans and carries out membership drives in cooperation with the programs of the Association.
11. Prepares a report of activities for each Board meeting.
12. Advises other officers, SLA Connect Community Admin, newsletter editor and Mentoring Committee.
13. Membership applications for potential members can be obtained from the Unit's membership chair, from the Association office, or online at www.sla.org. Contact the Association's Membership Department via e-mail at membership@sla.org for authoritative up-to-date information that will answer the questions asked by potential members about membership requirements, dues, benefits, etc.

To avoid distributing outdated information to potential new members, officers and membership committees are advised to take care that they use the most recent revision of the membership application and brochure when recruiting new members.

For more information, consult the [SLA Connect Community for Member Engagement](#).