



HCEA Committee – Membership Committee

Timeframe/Term of Office: September 2018 – August 2019

Chair: Sonia Fong

Co-Chair: Jeannie Wert

Committee Make-up: HCEA members representing all three member types.

Meeting Occurrence/Frequency: every other month and as needed

Qualifications:

- HCEA member in good-standing
- Willingness to serve as an Ambassador for HCEA
- Willingness to make outreach new, lapsed and prospective members

Tasks/Duties:

The Membership Committee is responsible for overseeing membership cohesion and expansion. The Committee will support all HCEA related activities that are designed to ensure members have reasonable access to all member benefits. The Committee will develop communications that foster a good working relationship between HCEA's members, and between HCEA and our allied organizations.

Specific initiatives include, but are not limited to, the following:

- Assist in the outreach to all HCEA members (via phone or email).
- Assist in the recruitment and retention of HCEA membership.
- Develop membership campaigns as needed.
- Serve as net promoters for HCEA.
- Make recommendations around membership value for HCEA.
- Provide contact information for prospective members as available.