

# Membership Recruitment & Retention Committee

## Roles and Responsibilities

### **Mission**

The Membership Recruitment and Retention Committee will build and retain membership through effective recruitment activities – with specific focus on prospective members and new members during the first two-years of NACADA membership – as well as reviewing and recommending policies, procedures, and strategies for maintaining and enhancing membership.

The Committee will serve NACADA through:

- Fostering prospective members knowledge and involvement with the academic advising profession and the association
- Connecting new members with the association in both the first and second year of membership
- Working with the NACADA Leadership and the Executive Office to review, recommend, and develop general policies, procedures, and strategies for recruiting and enhancing the membership of the association.

### **Structure and Membership**

The structure of the committee includes a Chair (two-year term), a Past-Chair (two-year term), one liaison from each NACADA region, and two (2) additional at-large positions.

The at-large positions are appointed to represent members' interests not accommodated by the region liaisons (e.g. international members outside of North America, graduate students, etc.)

Chair and Past-Chair do not serve as regional liaisons.

Committee regional liaisons and at-large positions are appointed by the Chair. Regional liaisons and at-large positions will serve two-year terms and cannot serve more than two consecutive terms. Sensitivity will be taken to ensure both individual and institutional diversity among committee members.

Committee members' terms will follow these guidelines:

- Liaisons for Regions 1, 3, 5, 7, 9 – Terms expire in Even Years (i.e. 2018)
- Liaisons for Regions 2, 4, 6, 8, 10 – Terms expire in Odd Years (i.e. 2019)
- At-large positions' terms expire in alternating years

### **Committee Leadership**

The Committee Chair will serve a two-year term and is elected by committee members. The Past-Chair will serve for one year after her/his term has ended.

The Chair of the Committee will:

- Appoint new members to the committee annually
- Coordinate the activities of the committee and communicate with members via the committee listserv
- Submit agenda for Annual Conference meeting, lead committee meeting, and submit minutes from Annual Conference meeting.
- Submit a post-conference Leadership report in the fall in which goals are established for the committee and activities planned for the coming year, indicating their relation to the specific missions in the NACADA Strategic Plan
- Submit an annual Leadership report in the summer to advise the Council and Board of the status of the completion of goals established and activities planned for the committee over the past year in relation to the NACADA missions and strategies.

The Past-Chair of the Committee will:

- Serve as Chair in absence of current chair at any Membership Recruitment and Retention Committee meetings.
- Serve as representative/liaison to Sustainable Leadership Committee

### **Scope of MRRC Work**

The MRRC focus on a new NACADA member's first two years is similar to the idea of a freshman/sophomore year experience. This context/framework/focus to the MRRC efforts is meant to avoid crossover of the work being done in other committees within NACADA.

The MRRC goal of recruitment is with individuals in a 2-3 year time frame prior to becoming a member. This would include potential interaction with undergraduates and gradates as well as other individuals entering the profession from other pathways. There is need to be mindful that, since NACADA is a global association, we cannot assume nor expect that individuals entering the academic advising profession are coming from (or even expected to have) a graduate degree program.

After new membership, the MRRC's role is one of helping individuals find connection and community with NACADA and in finding involvement opportunities in their first year and enhance their engagement through increased responsibility in their second year in committees, events, and other related activities in NACADA. After the second year we see a natural "hand-off" to the NACADA Sustainable Leadership Committee and other NACADA committees as members have found their place and involvement in the NACADA community and with their engagement (much like college juniors and seniors).

The MRRC's initial goals will be to establish a first year curriculum and communication plan. The ideas for interaction/engagement with our second (or sophomore) year members are a bit less clear - but probably mirror the feelings many of us have with our students in their second year at our institutions! Due to the new rolling membership process of NACADA (rather than the twice a year "join" dates) it makes our first and second year tasks a bit more difficult to conduct a curriculum and track a communication cycle when there is not a defined start date to the membership term.

Essentially, our two-year mark was is truly based on seeing a "freshman/sophomore" year experience for NACADA new members and providing a framework/context to MRRC activities and focus. After two years the MRRC goal is to have "set the table" with information, ideas and connections for individuals to find their place in NACADA and why/how/where they will become involved in the organization.