TSAE
TEXAS SOCIETY OF ASSOCIATION EXECUTIVES

MEMBERSHIP ENGAGEMENT COMMITTEE CHARGE

PURPOSE

The Membership Engagement Committee advises the Board and staff on strategies that strengthen member engagement, volunteer participation, and the overall member experience throughout the membership lifecycle. The committee serves as a strategic sounding board for emerging member needs and recommends initiatives that foster meaningful connections, professional growth, and long-term member value**.**

DESCRIPTION

The Membership Engagement Committee consists of up to eight (8) members, including one (1) Chair - association executive and one (1) Vice-Chair - affiliate member, appointed by the Board Chair-Elect. Committee appointments should reflect a diverse cross-section of TSAE membership, organization types, career stages, and volunteer experiences.

In carrying out its responsibilities, consider how recommendations support broad member engagement, accessibility, and opportunities for participation across the Association, ensuring the committee's work embraces diverse perspectives, equitable opportunities, and inclusive practices.

RESPONSIBILITIES

1. Advise on strategies to strengthen member engagement and volunteer participation.
2. Identify emerging member needs, expectations, and trends that may influence TSAE programs and services.
3. Recommend approaches that enhance member onboarding, retention, and leadership engagement.
4. Serve as a strategic sounding board for new member initiatives, engagement opportunities, and volunteer experiences.
5. Provide feedback on member communications, engagement programs, and community-building efforts.
6. Recommend opportunities to strengthen member value and deepen connections across the association community.
7. Periodically review the Ambassador Program held at the New Ideas Annual Conference.
8. Assist in preparation and execution of new member orientations and the Newbie Orientation events.

MEETINGS

The Membership Engagement Committee will meet at least quarterly or as needed to advise on member engagement initiatives. Committee business may be conducted through virtual meetings or electronic communication when appropriate.

REPORTING

The committee is responsible for reporting recommendations to the TSAE Board of Directors through the committee staff liaison and board liaison.

ANTI-TRUST

Because of potential federal anti-trust violations, no committee member is authorized to discuss supplier pricing, including menu prices, special event prices, etc., or enter into contractual agreements on behalf of TSAE.

STAFF LIAISON

Membership & Engagement Director