

## SISN Membership Working Group Terms of Reference

**Working Group Chair: Karin Lapping, Councilor - Recruitment, Engagement, Outreach**

**Background-** In July 2016, the full Strategic Plan of the Society for Implementation Science in Nutrition (SISN) was developed. The Strategic Plan forms the bedrock of the Society's operations and outlines the framework and values under which the Society can and will deliver against its numerous strategic goals. Prioritized goals have been divided into sub-goals in the Strategic Plan and several Working Groups are currently being developed to execute plans on how specific goals can be delivered.

**Objectives-** In line with the Strategic Plan, the Membership Working Group's mandate is to:

- Provide initiatives, advice and recommendations to the Board on matters related to membership, recruitment and engagement and ensure implementation upon receiving approval from the Board.
- To provide a platform for the creation, development and evaluation of membership engagement initiatives and activities to enhance the image and credibility of the Society.
- Oversee the delivery of SISN's membership-related activities.

### **Responsibilities-**

#### **1. To provide direction to the Board on strategic planning processes for recruitment, engagement and outreach:**

- The Membership Working Group will identify SISN's membership needs and priorities; develop a plan that outlines specific strategic and tactical activities to recruit new members, retain current members and enhance member engagement.

#### **2. To continuously review and improve member relations through excellent communications and record-keeping processes:**

- Review the membership database and ensure a diverse pool of members

- Develop and oversee the implementation of survey tools such as membership needs assessments and satisfaction surveys and make recommendations to the Board based on the results

### **3. To provide members with excellent resources, value add and opportunities for engagement:**

- Review the range of benefits offered to the different membership categories
- Review the membership dues of the different membership categories
- Promote volunteerism to engage existing members and promote new membership.
- Promote membership peer recognition which may include the development and implementation of an awards program based on objective selection criteria.

### **4. To review and sign off any membership related material in consultation with the Councilor for Recruitment, Engagement and Outreach:**

- To review and sign off material in a timely fashion, to ensure that the membership activities and ultimately the Society's mission are not hindered by logistical malfunctions.

**Membership**– The Membership Working Group shall consist of a minimum of 3 and maximum of 5 individuals, one of which one shall be the Councilor for Recruitment, Engagement and Outreach also serving as the Chair/co-chair of the Membership Working Group. If the Councilor for Recruitment, Engagement and Outreach is unavailable to chair the group, one of the WG members can be chair upon the Boards approval.

Appointments are approved by the Councilor for Recruitment, Engagement and Outreach.

The Membership WG includes:

- Councilor for Recruitment, Engagement and Outreach (Chair/co-Chair)
- Communications Consultant
- 1-2 SISN member(s)
- Any other board member appointed

**Process**– Most work will be done via email and teleconference. The WG must meet at a minimum once per month. A quorum must be present at the monthly meeting to facilitate approval for communication activities. More frequent meetings may take place among smaller group if needed to develop content.

Following the monthly meeting of the Membership working group, the Chair shall report on its activities to the Board.

**Term of Office-** Working group members may volunteer or be appointed by the Board. Working group members may serve 2 years or 4 years, if the member serves a second term in the Board. A working group member may resign upon written notification to the Membership Working Group Chair.

**Amendment to the Terms of Reference-** The Councilor for Recruitment, Engagement and Outreach may amend the Membership Working Group's terms of reference at any time and from time to time.