

Membership Committee

The Membership Committee endeavors to increase the Chapter's membership numbers in order to expand the capacity for green building and grow the USGBC's programs in the Chapter's broad geographic area. The Membership Committee is responsible for membership development, recruitment and retention. It aims to increase Chapter membership by actively recruiting new individual members; thus, strategies for accomplishing optimum recruiting are also the responsibility of the Committee. The Committee works with the Programs Committee to create activities designed to ensure retention and renewal, and it works with the Communications Committee to identify and facilitate communication of member benefits and promotion of the advantages of membership in the Chapter. The Committee also is on the front line of providing orientation to new members. The Committee is also charged with evaluation of the Chapter's membership benefits package, offering suggestions for improving same to the Board.

The Membership Committee Chair assures that regular reports are provided to the Board on the status of membership -- both company and individual. The Committee scope may occasionally include recruiting and retaining USGBC National members, which are organizations (businesses, government, universities) in the area, but this is primarily the responsibility of USGBC National.

It is important to note that the Chapter receives 10% of all dues paid to USGBC National by local USGBC Member organizations; therefore, recruiting National USGBC members does significantly benefit the Chapter. Membership Committee members must be clear that to be a National Member, you join as an organization; to be a local Chapter member, you join as an individual.

In addition to creation of and follow-up with regard to recruiting strategies (e.g., contacting National website users indicating an interest in the USGBC Chapter; contacting all registered LEED APs who are not Chapter members and inviting them to join and come to a Branch program; contacting former members and encouraging renewal of memberships), the Committee is charged with assuring that member requests are followed up promptly, and that Chapter and Branch meetings are adequately staffed with a membership "presence". The Committee also oversees the creating and dissemination of occasional surveys of the membership.

An important goal of the Chapter is to enhance diversity, and the Membership Committee has as one of its roles general oversight of this objective. The Board's and the Branches' leadership levels should strive to have representation as best as possible from the following membership category:

- Contractors and Builders
- Corporate and Retail
- Educational Institutions
- Federal, State & Local Government
- Insurance Companies / Financial Institutions
- Nonprofit & Environmental Organizations
- Product Manufacturers, Building Controls, Service Contractors and Distributors
- Professional Firms
- Real Estate / Real Estate Service Providers
- Utility / Energy Service Companies

The Chair of the Membership Committee at the Chapter level is required to conduct monthly meetings (either in-person or via conference call) with the Membership Chairs of the

Branches, the purpose of which is to assure that assignments are being carried out in a timely manner; that best-practices and problem-solving occurrences are being shared; and that, overall, the goals and expectations of the Committee are being met. The Executive Director is a prime resource for the Committee, as is the Executive Committee. As with all activities under the Chapter's umbrella, actions of this Committee are subject to resource constraints and Board approval.