

Membership Engagement Task Force

2023/2024

CHARGE

The Membership Engagement Task Force actively recruits potential member companies to CHPA, proactively engages new and current members through events, volunteer roles and recommends changes and enhancements to member benefits.

COMPOSITION

Committee chairs and co-chairs are selected by the CHPA leadership. All task force members shall belong to a member company in good standing. The composition of the committee should be a diverse range of representation of the CHPA membership (membership type, revenue ranges, geographic locations).

TERM

March 2023-February 2024

TIME

1-1.5 hours per month

STRATEGIC FRAMEWORK SUPPORT

The Board of Directors guides CHPA via a Strategic Framework which allows CHPA to be nimble and agile in program and services development and delivery. Task forces support a variety of objectives and action steps within the Strategic Framework. Below are the objectives this task force supports.

- Grow to 275 member companies by the end of 2022-2023 membership year.
- Achieve 85% member retention for 2023-2024 membership year.
- Engage 100 volunteers.
- Members rank their volunteer experience a 4.5 or above on a 6-point scale.
- Identify 10 opportunities for engagement to establish baseline.

RESPONSIBILITIES AND ONGOING TASKS

- Ongoing
 - Welcome new members to the association
 - Collect member testimonials to share with CHPA for marketing
 - Share prospect company information with CHPA staff
 - Review membership policies and make recommendations to the Board of Directors for potential changes
- Establish a membership engagement scoring plan to aid
- Aid in membership renewals by targeting non-renewed or at-risk companies
- Support new member programming at the Annual Conference

STAFF LIAISON

Nick Estrada, CAE, CMP, Deputy CEO

STAFF RESPONSIBILITIES

- Maintain task force roster.
- Schedule task force meetings, work with chair(s) to develop agendas and complete meeting minutes.
- Provide support to the task force throughout the year including data, historical context and any other additional information needed to allow the task force to make informed recommendations.
- Provide broad-level perspectives of CHPA programs, services and initiatives which may impact the discussions of the task force.

IMPACT

Task force members will help the world's largest association for corporate housing and serviced accommodations continue to grow both in North America and globally. This expansion will help your gain additional connections. Task force members will also assist in guiding the direction of membership expansion.