

Membership Engagement Task Force

2026/2027

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. Additionally, this Task Force serves to educate members on the organization's awards process, encourages members to apply and reviews awards at the direction of the board.

COMPOSITION

Committee chairs and co-chairs are selected by the CHPA Chair. 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 2026-February 2027

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.

- Host 20 regional and virtual Network Connections.
- Create and send monthly pulse surveys to get a better understanding of member needs or reactions to programs/services.
- Acquire 60 new members.
- Have at least 60% of companies involved in programs throughout the year (webinars, small staff, connect, etc.).
- Write 25 articles for Corporate Housing News.
- Collect and publish 10 client testimonials/case studies highlighting the value of the industry.

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
 - Plan programming or initiatives to engage CHPA members
 - Encourage members and companies to apply for CHPA awards
 - Review award offering and make recommendations to the Board of Directors for potential changes upon request
- Aid in membership renewals by targeting non-renewed or at-risk companies
- Develop potential survey questions for monthly pulse surveys
- Contact key stakeholders to author articles and client testimonials
- Support new member programming at Connect

STAFF LIAISON

Grant Carpenter, CAE, Director of Membership

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.

YOUR RETURN ON INVESTMENT

By serving on this task force, you will

- Expand your professional network
- Influence programs, benefits, and other areas that impact your company's membership experience
- Grow your knowledge of companies in the industry, both members and non-members, consequently helping to grow your company's industry relationships
- Enhance the corporate housing industry's broader image to the rest of the world through support of the awards program

JOIN THIS TASK FORCE IF

- You enjoy being a champion for CHPA
- You are ready to meet new people
- You don't shy away from potential cold calling of prospective members and persistent touchpoints with non-renewed members
- You are passionate about showcasing the industry's high achievers to the rest of the world