



MEMBERSHIP COMMITTEE CHARGE - 2024

Last Update - 4/12/2024

Purposes:

- To ensure that the NJFPA creates and sustains member value
- To recruit, engage and retain members.
- To strengthen NJFPA's ability to effectively tell its story to relevant audiences.
- To ensure opportunities for NJFPA members to actively engage in the association community.

Number of Members: Est. 4-8, one-year terms with reappointment possible for 3 terms
Ideally 50% processor and 50% associate.

Composition: Members shall include:

- Two Co-chairs; one food processor member co-chair and one associate member co-chair
- A diverse mix of members reflecting the NJFPA's membership
- The Co-chairs may invite guests as needed to expedite information sharing.

Method of Appointment: The Co-chairs shall be appointed by the President, in consultation with the Executive Committee and the Executive Director.

Accountability: Reports to the Board of Directors

Decision-Making Authority: Make recommendations to the Board

Core Activities:

- Oversee the development and implementation of an effective membership strategy.
- Monitor benefits and services, making recommendations to enhance current offerings.
- Recommend policies regarding membership categories, dues and benefits.
- Capture prospect members at events, etc. for pipeline.
- Assist in recommending members for vacant committee seats.
- Support activities within other NJFPA committees.
- Communicate NJFPA website revisions to managing company.

2024 Special Project:

- Finalize member onboarding process to ensure consistent communication and drive speed to second transactions.

Meeting Frequency: Target of once per month by teleconference or face-to-face. Additional meetings, as necessary. To be scheduled by December for following year.

Estimated Time Commitment: 2 hours a month

Annual Outputs:

- Works with the President to craft Annual Welcome Letter to New Members
- Annual notice of accomplishments and key happenings for the upcoming year to share in advance of renewals
- Recommendations for award recipients to be considered by the EC
- Refresh onboarding information annually
- Annual survey for NPS

Key Metrics:

- Member Stats
 - New members
 - Goal of at least 10 new members each year
 - Renewal rate
 - Goal of 90% renewal rate
 - Prospect pipeline totals
 - Goal of 75 prospects in pipeline
 - Prospect conversion rate
 - Goal of 10% conversion rate
- Net promoter score through annual survey
 - Goal to establish a base line in 2024 and set improvement targets going forward