



Chicago
Compensation
Association

COMMITTEE CHARTER MEMBERSHIP DEVELOPMENT

Purpose	<ul style="list-style-type: none">• To market and communicate the benefits of membership and the activities of the CCA in order to recruit and retain members• Generate revenue for CCA
Responsibilities	Develop, administer, and ensure overall effectiveness of: <ul style="list-style-type: none">• Membership campaigns / acquisition of new members and retention and satisfaction of members• Marketing of CCA programs, benefits, and publicity for CCA• Web-based media including CCA Website and LinkedIn• New member welcome and orientation
Commitment	<ul style="list-style-type: none">• Monthly teleconference to finalize calendar/event details• Be a regular participant at all CCA programs to the extent possible• Chair requires additional 2 hours/month to coordinate meetings, review membership data and trends and prepare monthly report
Special Skills	<ul style="list-style-type: none">• Familiarity with marketing concepts, analytical and critical thinking, professional written communication• Openness to new ideas, creativity• Familiarity with benefits and purpose of variety of media (print, electronic/e-mail, internet, etc)