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ROLE DESCRIPTION

A. ROLE TITLE: MEMBERSHIP GROWTH & ENGAGEMENT COMMITTEE

B. OVERALL PURPOSE AND OBJECTIVES OF ROLE

1. Recruits, onboards, engages, and retains professional members of the American Nephrology Nurses Association (ANNA) across all membership categories, including NPs, RNs, LPNs/LVNs, interdisciplinary team members, and associate-level members.

2. Understands, upholds, and supports the mission, vision, objectives, policies, procedures, and strategic plan of ANNA.

3. Advances member engagement and professional development opportunities throughout the membership lifecycle in alignment with ANNA's mission and strategic priorities.

4. Assists with education activities as requested by the National President.

5. Collaborates with education-related committees Conferences Committee, Research Committee, Publications Committee, and Specialty Practice Networks (SPNs) to ensure alignment of membership engagement strategies with ANNA educational offerings.

6. Designs and supports a comprehensive new-member onboarding experience to promote early engagement, retention, and long-term membership value.

7. Develops and supports strategies to enhance member experience, satisfaction, and retention across early, mid, and late career professionals.

C. COMPOSITION

1. Committee

a. The Committee shall be composed of:
(1) Chairperson
(2) Chairperson Elect
(3) Up to eight (8) additional members

2. Chairperson

    a. Selection Method: Refer to Bylaws Article VII, Section B. Appointed by the National President-Elect, with approval by the Board of Directors (BOD).
    b. Qualifications:
        (1) Full member of ANNA for at least two (2) years
        (2) BSN/BA preferred.
        (3) Current certification in nephrology nursing preferred.
        (4) Knowledge of software and access to computer-facilitated communication for email and word processing.
    c. Selection Criteria:
        (1) Demonstrates knowledge of a broad perspective of current health trends that impact organizational development, membership engagement, and volunteer and leadership issues.
        (2) Current practice in leadership, management role, or nursing education.
        (3) Strong verbal and writing skills.
        (4) Demonstrates leadership ability to:
            a) Coordinate group activities.
            b) Meet established guidelines.
            c) Facilitate group process.
            d) Promote problem solving process.
    d. Consideration will be given to include diversity of practice specialty, age, ethnicity, gender, and geographic representation.

3. Chairperson Designate

    a. Selection Method: Refer to Bylaws Article VII, Section B. Appointed by the National president Elect, with approval by the BOD.
    b. Qualifications:
        (1) Full active member of ANNA for at least two (2) years
        (2) BSN/BA preferred.
        (3) Current certification in nephrology nursing preferred.
        (4) Knowledge of software and access to computer-facilitated communication for email and word processing.
    c. Selection Criteria:
        (1) Demonstrates knowledge of a broad perspective of current health trends
        (2) Current practice in a leadership, management role, patient care or teaching.
        (3) Strong verbal and writing skills.
        (4) Demonstrates leadership ability to:
            a) Coordinate group activities.
            b) Meet established guidelines.
            c) Facilitate group process.
            d) Promote problem solving process.
        (5) Consideration will be given to include diversity of practice specialty, age, ethnicity, gender, and geographic representation.

4. Members
    a. Selection Method: Selected by the Chairperson with recommendations from National Officers. Each committee activity will have members representing expertise or experience in the activity or product being planned.
    b. Qualifications:
        (1) Full active member of ANNA for at least one (1) year.
        (2) BSN/BA preferred.
        (3) Current certification in nephrology nursing preferred.
        (4) Knowledge of software and access to computer-facilitated communication for email and word processing.
    c. Selection Criteria:
        (1) Nephrology nursing experience of at least one (1) year.
        (2) Demonstrates an awareness of orientation and leadership issues that influence the ability of elected and appointed volunteers to carry out their roles.
        (3) Current practice in leadership, management role, patient care, or teaching.
        (4) Consideration will be given to include diversity of practice specialty, age, ethnicity, gender, and geographic representation.
    d. Number of Committee Members:
        (1) Maximum of ten (10) members, inclusive of Chairperson and Chairperson Designate

D. TENURE

1. The Chairperson is appointed to serve a two (2) year term – one (1) as Chairperson Designate, followed by one (1) as Chairperson. May be reappointed.

2. Committee members are appointed for a term of two (2) years with an optional reappointment of one (1) to two (2) years, at which time the member must rotate off the committee for at least one (1) year.

E. GOVERNED BY CONSTITUTION AND/OR BYLAWS

Article II, V, and VII.

F. RESPONSIBILITIES OF ALL COMMITTEE MEMBERS

1. Understands, upholds, and supports the mission, objectives, policies, procedures, and strategic plan of ANNA.

    a. Recognizes and advises the Board Liaison of changing external trends which may influence decisions related to membership growth, engagement, and retention.
    b. Reviews policies and procedures pertinent to the position as requested and proposes changes to the Chairperson.

2. Participates in the work of the committee as delegated by the Committee Chairperson.

    a. Prepares written reports as requested by the established deadlines.
    b. Provides information to the Chairperson to assist in preparation of their reports.
    c. Reviews, evaluates, and responds to all material as requested.
    d. Reviews policies and procedures pertinent to the work of the committee and proposes changes to the Chairperson.
    e. Prepares and presents ideas, problems, solutions, and/or programs related to membership growth, and engagement.

G. RESPONSIBILITIES OF MANAGEMENT FIRM

1. Prior to appointment, verifies Chairperson, Chairperson Designate, and Committee Members meet the qualifications outlined within the role description.

2. Distributes correspondence at the request of the Chairperson.

3. Forwards appropriate correspondence with recommendations as appropriate.

4. Provides onsite management for activities at National programs or makes provisions for same.

5. Ensures that appropriate content is added to the ANNA Online Library.

6. Develops artwork and marketing strategies to promote leadership activities under the direction of the National President-Elect (and Leadership Committee Chairperson as needed).

7. Produces all promotional and handout materials.

8. Prior to appointment, verifies appointee for the role of Committee Chairperson meets the qualifications outlined within the Role Description.

9. At request of the Committee Chairperson, confirms that potential committee members are full ANNA members in good standing.

H. LINES OF COMMUNICATION

Refer to the organizational chart.