



## **VAEEC Membership Committee Charter**

### **Purpose**

The Membership Committee supports the success of the Virginia Energy Efficiency Council by contributing advice, insight, industry knowledge, relationships, and general feedback and oversight on matters related to the membership of the organization. The Committee shall focus on issues including but not limited to the recruitment, orientation, engagement, and retention of members, and shall ensure appropriate member categories. The Membership Committee's main goal shall be to expand membership and provide suitable benefits to members.

### **Time Commitment**

Anticipated time commitment (excluding board meetings): 4-6 hours per quarter; 1-2 hours for teleconferences, 3-4 hours reaching out to new and current members.

### **Responsibilities**

The specific responsibilities of the committee include:

- Participating in biannual Membership Committee meetings
- Assist in identifying VAEEC's top membership targets
- Actively recruiting organizations and individuals to become VAEEC members
- Identifying industry trends that could influence current or prospective member industry sectors
- Regularly reviewing and maintaining appropriate membership levels and benefits, and providing feedback and guidance on VAEEC member costs and benefits
- Promoting the VAEEC membership, as well as the VAEEC semiannual events, to industry peers
- Collaborating on and confirming yearly growth targets
- Soliciting and helping orient new VAEEC members
- Soliciting new VAEEC board candidates from the VAEEC member base when spots become available
- Serving as a communications channel for the Board-at-Large on membership progress, failures, and specific areas of need
- Promoting and supporting member retention
- Ensuring the membership is engaged in the work of the VAEEC by assessing members to determine the needs of our members. This will be done via an annual membership survey. Information collected will be reviewed and used to ensure that the needs of members are addressed. Relevant findings will be communicated to the VAEEC Board of Directors.



- Identifying ways to make personal contacts with members for engagement purposes, and encouraging members to volunteer for committees or be involved in VAEEC events
- Encouraging members to share their success stories

### **Meetings**

The Membership Committee will hold conference calls at least four times a year, ideally prior to regularly scheduled Board meetings and Executive Committee calls, or at the call of the committee chair, as needed. Meeting dates and times will be scheduled by VAEEC staff to achieve maximum participation.

### **Membership**

- The Membership Committee will strive to maintain a membership of 5-7 participants, including both board members and off-board members
- Committee members shall be members or employees of members in good standing with VAEEC
- The Committee will be chaired by a VAEEC Board Member
- The Membership Committee may be comprised of non-board members
- Committee members should be representative of the membership categories of the VAEEC
- The Program Coordinator will serve as staff to the Membership Committee
- New VAEEC board members will be added to the Membership Committee for a period of at least one year, but may choose to remain on the committee indefinitely

### **Guidelines**

- The Membership Committee will be chaired by a VAEEC Board Member
- A member may resign at any time upon written request to the chair and/or committee staff.
- The Membership Committee Chair will serve a one-year term with the option of serving two additional one-year terms
- The VAEE Board of Directors will review the composition of this group annually.
- The Committee will use a simple majority of the voting membership present.
- The Committee will communicate, as appropriate, with VAEEC members, the Board of Directors, officers, and staff to provide information on the work of the committee and to seek input and feedback as needed.