**VP Membership (Sharon Kraynik)**

Key Objectives in area of responsibility: Increase new and retain existing membership.

Primary BOD Partnerships: President; Professional Development; Marketing & Communications

Key Strategies and Tactics/Activities to support achievement of Chapter Goal & Objectives:

* First line introduction to new members. Create the value with a warm touch.
* Send Membership Kit that reflects the value associated with ROC ATD.
* Work with Marketing & Communications and Professional Development to develop and implement comprehensive member recruitment and retention plan.
* Work with Marketing & Communications to develop recruitment campaigns: Member referral; corporate membership; Expired/lost membership, sponsorship, and student members.
* Promote chapter activities (programs, SIGs) to prospective and new members.
* Collaborate with the Professional Development and President’s Team to organize and facilitate All-Member’s meeting
* Recruit 1-2 committee members and develop succession plan.