

Policies & Procedures - 4.1 Member Programs

- approved 01/03 -

(under the Membership Development Council & Membership Programs Development Board)

Purpose

The Membership Development Council will establish policies and strategic direction to promote and further the interests of members - spanning Membership Programs Development and the four Regions (Asia/Pacific; Europe, Africa, & Middle East; Latin America; and North America). In addition, the Council will establish policies for promoting and expanding membership.

Activities

The Membership Development Council's charter is to 1) formulate long-range plans and 2) establish policies that affect membership development relating to information services, membership programs, and the four regions.

Activities focus on promoting and furthering the interests of individual members. Membership development activities and outreaches focus on member retention, renewal, recruitment, and recognition.

The Council - and especially via the Membership Programs Development Board - strives to develop adequate membership programs and provide information systems to facilitate these programs. Included in this section of Policies & Procedures are various member programs in use currently, having been developed and expanded over the years by the Membership Programs Development Board with the help of the Membership Development Council.

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