



Member Engagement Committee

Committee Objective: The Member Engagement Committee helps build a stronger PMA community by engaging current members, re-recruiting lapsed members, welcoming new members to the community, promoting PMA on social media, providing critical insights, and advocating on PMA's behalf. Occasionally, volunteers may be asked to support staff's new member acquisition activities. In return, Member Engagement Committee volunteers are rewarded and recognized for their support.

Supports the following goals in PMA's Strategic Plan:

- Grow the PMA community by 14% by the end of 2020
- Increase member engagement and satisfaction over 2018-2020

Committee Member Prerequisites:

- Must be willing and able to contact up to 5 current and/or lapsed members per month
- Strong industry connections across the supply chain are desired
- Ability and willingness to advocate for PMA on social media a plus
- Willingness to support new member acquisition a plus

Roles and Responsibilities:

- Actively engages current members through direct contact (email, phone, social) to encourage use of PMA resources and engagement in PMA and CGT programming.
- Contacts lapsed members as assigned each month (no more than 5 per month)
- Engages with current members in their region. Examples could include hosting regional get-togethers, mentoring new members, contacting members, etc.
- Identifies target groups for potential PMA membership
- Stays updated on the latest PMA member benefits to use during engagement conversations
- Periodically provides input on membership recruitment and retention campaigns

Committee Composition:

- Unlimited number of members from all job levels and supply chain segments
- Promoting your brand
- Visibility for your company

Estimated Time Commitment and Meeting Format:

- Preparation for and participation in six committee conference call meetings (30 minutes each) per year; 1 in-person meeting held during PMA's Fresh Summit Convention & Expo
- 10-30 minutes per week spent actively contacting PMA members

Term Limits:

- Chair and vice chair appointed for one-year term
- Committee members typically serve three consecutive one-year terms, with the option to continue

Relationship with Other Leadership Groups:

- Reports directly to the Board of Directors
 - Progress reports shared with the Board of Directors regularly

Volunteer Expenses:

- Travel and lodging expenses (such as airfare, ground transportation, lodging, etc.) associated with attending committee meetings will be the responsibility of the committee member