

Photographic Society of America
COUNTRY MEMBERSHIP DIRECTOR (CMD)
Master Operating Manual
November 2017

INTRODUCTION

This Master Operating Manual (MOM) for a Country Membership Director (CMD) describes the 1) general responsibilities, 2) term of office, 3) specific duties and responsibilities, 4) required meetings, 5) budget, 6) equipment required, 8) time required, and 9) schedule of tasks.

I. GENERAL RESPONSIBILITIES

The CMD reports to the Membership Vice President (MVP) and is responsible for supporting PSA members and managing the acquisition and retention of PSA members within their country.

II. APPOINTMENT AND TERM OF OFFICE

The CMD is appointed by the Membership VP. The CMD serves at the discretion of the Membership VP and the term of office is not time limited.

III. SPECIFIC DUTIES AND RESPONSIBILITIES

The CMD is expected to maintain regular email contact with the Membership VP and respond promptly to requests for information. The CMD will also:

- Submit a report to the Membership VP prior to the Board of Directors' meetings that are held in April and at the PSA Conference each year.
- Make suggestions to the Membership VP about ways in which PSA retention and recruitment efforts could be improved.
- Participate in email discussions that are organized by the Membership VP for the purpose of sharing information among County Membership Directors.

The CMD will support members and promote PSA in the following ways:

- Maintain a group e-mail list of the individual and group PSA members in the Country and make monthly email contact with these members.
- Review PSA's monthly membership reports and take action to correct issues with the members' details.
- Encourage and assist members to access the PSA services to which they are entitled and to participate in PSA activities.
- Help members to take advantage of the membership benefits to which they are entitled.
- Be familiar with the organizational structure of PSA so that members may be put in contact with relevant PSA officers when necessary.
- Respond promptly to requests for assistance from members.
- Contact each new member in their country (by email or telephone) and offer assistance in becoming familiar with PSA services, programs, and activities.
- Promote PSA by speaking at photography clubs and at photographic organization meetings where possible.
- Recruit and appoint Assistant Country Membership Directors (ACMD), as needed, and with the approval of the Membership VP; and supervise the activities of those ACMDs.
- Keep the relevant Country Membership page on the PSA website up to date.

IV. REQUIRED MEETINGS

When opportunities arise, such as at PSA conferences, the CMD will meet with the Membership VP and other CMDs to discuss membership issues and strategies for membership acquisition and retention.

V. BUDGET

The CMD prepares an annual budget with actual or estimated expenses and submits it to the Membership VP by the end of the first week in March.

VI. EQUIPMENT REQUIRED

The CMD is required to have the following equipment which is not supplied by PSA:

- A computer with a word processing program to prepare reports and other official documents and a spreadsheet program for reviewing monthly membership reports.
- E-mail capability.
- The ability to use Skype or Facetime or other similar communication methods.

VII. TIME REQUIRED FOR THE POSITION

It is estimated that the duties and responsibilities of the Country Membership Director will require a commitment of approximately four hours per month.

VIII. SCHEDULE OF TASKS

The month-by-month tasks generally performed by the Country Membership Director include the following:

January	Review the month's Country Membership Report and resolve any issues. Send group email to all members.
February	Review the month's Country Membership Report and resolve any issues. Send group email to all members.
March	Review the month's Country Membership Report and resolve any issues. Send group email to all members. Prepare a budget and submit it to the Membership VP. Prepare a membership report and submit to the Membership VP for inclusion in the MVP report to the Board of Directors.
April	Review the month's Country Membership Report and resolve any issues. Send group email to all members.
May	Review the month's Country Membership Report and resolve any issues. Send group email to all members. Nominate deserving members for PSA honours.
June	Review the month's Country Membership Report and

	<p>resolve any issues. Send group email to all members.</p>
July	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members.</p>
August	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members. Prepare a membership report and submit to the Membership VP for inclusion in the MVP report to the Board of Directors.</p>
September	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members.</p>
October	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members.</p>
November	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members.</p>
December	<p>Review the month's Country Membership Report and resolve any issues. Send group email to all members.</p>

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