

**Photographic Society of America**  
**PROVINCE MEMBERSHIP DIRECTOR (SMD)**  
**Master Operating Manual**  
November 2017

## **INTRODUCTION**

This Master Operating Manual (MOM) for a Province Membership Director (PMD) in Canada describes the 1) general responsibilities, 2) appointment and term of office, 3) specific duties and responsibilities, 4) required meetings, 5) budget, 6) equipment required, 7) estimated time required, 8) schedule of tasks, and 9) resources and support.

### **I. GENERAL RESPONSIBILITIES**

The PMD reports to the Area Membership Director (AMD) and is responsible for supporting PSA members and directing the membership recruitment and retention efforts in their Province. If the AMD position is vacant the SMD reports directly to the Membership Vice President.

### **II. APPOINTMENT AND TERM OF OFFICE**

The PMD is appointed by the Membership Vice President on the advice of the Area Membership Director. The PMD serves at the discretion of the Membership VP and the term of office is not time limited. The initial appointment will normally be for a period of two years.

### **III. SPECIFIC DUTIES AND RESPONSIBILITIES**

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

- Review monthly membership reports for their Province and act to correct issues with the members' details.
- Maintain a group e-mail list of the PSA members in their Province and make regular email contact with those members.
- Contact each new member in their Province (by email or telephone) and help them to become familiar with PSA services, programs, and activities.
- Respond promptly to requests for assistance from members.
- Be familiar with the organizational structure of PSA so that members may be put in contact with relevant PSA officers when necessary.
- Keep the relevant Province Membership page on the PSA website up to date.
- Promote PSA by speaking at photography clubs and at photographic organization events where possible.
- Encourage and assist members to access the PSA membership benefits and services to which they are entitled
- Encourage members to participate in PSA activities.
- Maintain regular email contact with their Area Membership Director.
- Recruit and appoint Assistant Province Membership Directors (ASMD), as needed, and with the approval of the AMD; and supervise the activities of those APMDs.
- Submit semi-annual reports to the AMD with information that can be incorporated into the AMD report to the Membership VP.
- Advise the AMD and the Membership Vice President of any issues that are having significant positive or negative impact on member retention or recruitment in their Province.

#### **IV. REQUIRED MEETINGS**

The Province Membership Directors in each Area are members of the Area Membership Committee which is chaired by the Area Membership Director. The PMDs are expected to participate in meetings of that committee either in person or by email to report on:

- The membership status in their Province.
- The status and progress of their membership acquisition and retention activities.

To assist with promoting PSA, the PMD may establish and chair a Province Membership Acquisition and Retention Committee that consists of the Assistant PMDs.

#### **V. BUDGET**

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

#### **VI. EQUIPMENT REQUIRED**

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

- a. A computer with a word processing program to prepare reports and other official documents and a spreadsheet program for reviewing monthly membership reports.
- b. E-mail capability.

#### **VII. ESTIMATED TIME REQUIRED**

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

#### **VIII. SCHEDULE OF TASKS**

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

January	Review the month's Province Membership Report and resolve any issues. Send group email to all members in the Province.
February	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
March	Review the month's Province Membership Report and resolve any issues. Send group email to all members. Prepare a budget and submit it to the AMD. Prepare a membership report and submit to the AMD for inclusion in the AMD report to the Membership VP (in preparation for the April Board of Directors meeting).
April	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
May	Review the month's Province Membership Report and resolve any issues.

	Send group email to all members. Nominate deserving members for PSA honours.
June	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
July	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
August	Review the month's Province Membership Report and resolve any issues. Send group email to all members. Prepare a membership report and submit to the AMD for inclusion in the AMD report to the Membership VP (in preparation for the conference Board of Directors meeting).
September	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
October	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
November	Review the month's Province Membership Report and resolve any issues. Send group email to all members.
December	Review the month's Province Membership Report and resolve any issues. Send group email to all members.

Throughout the year, the PMD will make email contact with each new member as soon as possible after being informed that the member has joined. The PMD will also attend clubs and events to promote PSA where this is practical.

#### **IX. RESOURCES AND SUPPORT**

The Province MD will receive advice and assistance from the Area MD and will share information and ideas with other PMDs through the Area Membership Committee.

The Province MD will also have direct email access to the Membership VP for advice and assistance. The Membership VP will maintain a Membership Director Resource Page on the PSA website to provide links to documents and resources that PMDs may need.

Assistance with updating information on the Province Membership page is provided by the PSA webmaster.

Assistance with administrative matters, such as correcting errors in Membership Reports, is provided by the staff at PSA Headquarters.

Updated 8<sup>th</sup> December, 2017.