

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

INTRODUCTION

This Master Operating Manual (MOM) for a State Membership Director (SMD) 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 SMD reports to the Area Membership Director (AMD) and is responsible for supporting PSA members and directing the membership recruitment and retention efforts in their State. If the AMD position is vacant the SMD reports directly to the Membership Vice President.

II. APPOINTMENT AND TERM OF OFFICE

The SMD is appointed by the Membership Vice President on the advice of the Area Membership Director. The SMD serves at the discretion of the Membership VP and the term of office is not time limited.

III. SPECIFIC DUTIES AND RESPONSIBILITIES

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

- Review monthly membership reports for their State and act to correct issues with the members' details.
- Maintain a group e-mail list of the PSA members in their State and make regular email contact with those members.
- Contact each new member in their State (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 State 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 State Membership Directors (ASMD), as needed, and with the approval of the AMD; and supervise the activities of those ASMDs.
- 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 State.

IV. REQUIRED MEETINGS

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

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

To assist with promoting PSA, the SMD may establish and chair a State Membership Acquisition and Retention Committee that consists of the Assistant SMDs.

V. BUDGET

The SMD 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 SMD 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 State 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 State Membership Director include the following:

January	Review the month's State Membership Report and resolve any issues. Send group email to all members in the State.
February	Review the month's State Membership Report and resolve any issues. Send group email to all members.
March	Review the month's State 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 State Membership Report and resolve any issues. Send group email to all members.
May	Review the month's State Membership Report and resolve any issues.

	Send group email to all members. Nominate deserving members for PSA honours.
June	Review the month's State Membership Report and resolve any issues. Send group email to all members.
July	Review the month's State Membership Report and resolve any issues. Send group email to all members.
August	Review the month's State 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 State Membership Report and resolve any issues. Send group email to all members.
October	Review the month's State Membership Report and resolve any issues. Send group email to all members.
November	Review the month's State Membership Report and resolve any issues. Send group email to all members.
December	Review the month's State Membership Report and resolve any issues. Send group email to all members.

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

IX. RESOURCES AND SUPPORT

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

The State 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 SMDs may need.

Assistance with updating information on the State 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 28th November, 2017.