

Photographic Society of America
Membership Vice President (MVP)
Master Operating Manual
Revised January 2020

INTRODUCTION

This Master Operating Manual for the PSA Membership Vice President provides a summary of the Membership VP's 1) general responsibilities; 2) term of office; 3) specific duties; 4) supervisory responsibilities; 5) required meetings; 6) budget; 7) equipment required; and 8) time required; and 9) schedule of activities.

I. GENERAL RESPONSIBILITIES

The Membership VP is a member of the PSA Board of Directors. To assist in achieving the purposes and goals of PSA, the Membership VP is responsible for activities and programs intended to increase and retain membership both within North America and Internationally. The Membership VP has primary supervisory responsibility for the officers in the worldwide membership support structure.

II. TERM OF OFFICE

The Membership VP is elected in odd-numbered years for a two-year term. The term limit for the Membership VP is three consecutive terms.

III. SPECIFIC DUTIES

In addition to the supervisory responsibilities described in Section IV, the specific duties of the PSA Membership VP include:

- Appointing suitable volunteers to fill vacant positions for:
 - Area Membership Directors (both in North America and Internationally)
 - State/Provincial Membership Directors in North America
 - Country Membership Directors.
- Maintaining regular contact via email with Area Membership Directors (in North America and Internationally), State/Provincial Membership Directors and Country Membership Directors.
- Monitoring the activities and effectiveness of the Area Membership Directors (in North America and Internationally), State/Provincial Membership Directors and Country Membership Directors.
- Preparing monthly Membership Reports for the Board of Directors.
- Presenting a report on membership activities to each Board meeting.
- Suggesting strategies for improving membership retention and attracting new members to PSA.
- Preparing periodic reports and articles for the PSA Journal and the PSA Website.
- Chairing the Stars-ROPA Advisory Group.
- Nominating a recipient for the Membership-Director-of-the-Year Award.
- Monitoring all membership pages of the PSA website, including the Member Discounts page.

IV. SUPERVISORY RESPONSIBILITIES

Within North America, the Membership VP has supervisory responsibility for Area Membership Directors, the State Membership Directors in the United States and the Provincial Membership Directors in Canada. The Membership VP reports to the Board on the activities of these Membership Directors and acts on their behalf when the positions are vacant.

- **State and Provincial Membership Acquisition and Retention Committees**
Each State and Provincial Membership Director is encouraged to appoint as many Assistant SMDs/PMDs as necessary to cover their assigned area. These Assistant SMDs/PMDs are members of the State or Provincial Membership Acquisition and Retention Committee that is Chaired by the State/Provincial MD. These committees are responsible for planning activities in their State/Province that will assist in the acquisition of new members and the retention of existing members.

Internationally, the Membership VP has supervisory responsibility for Area Membership Directors and Country Membership Directors.

- **Country Membership Committees**
Each Country Membership Director is encouraged to appoint as many Assistant CMDs as necessary to cover their country. These Assistant CMDs are members of the Country Membership Committee that is Chaired by the Country MD. These committees are responsible for planning activities in their country that will assist in the acquisition of new members and the retention of existing members.

The following PSA Officers also report to the Membership VP:

- **Membership Milestones Director**
The Membership Milestones Program recognizes those individuals, clubs and councils that reach significant membership milestones. Certificates are awarded to those who have reached five-year anniversaries. The Membership Milestones Director is responsible for sending certificates to members and reporting the milestones to the PSA Journal editor and the Membership VP.
- **Membership Star Program**
The Membership Star Program recognizes those members who bring in new members to the PSA. The Membership Star Program Director is responsible for monitoring referrals, sending awards to members, updating the list of recipients on the PSA website and reporting the milestones to the PSA Journal editor and the Membership VP.
- **Director of Member Services**
The PSA Member Service function was created to make the extensive benefits and services available to PSA members more understandable and available to members, particularly members in their first year of membership. Direct Director of Members Services reports to the Membership VP.
- **Discount Program Co-ordinator**
The Discount Program Co-Ordinator is responsible for keeping the Member Discounts page of the PSA website up to date and for arranging new discounts for PSA members. This Co-ordinator reports to the Membership VP.

Stars-ROPA Advisory Group

The Stars-ROPA Advisory Group consists of the Membership VP, the Exhibition Services VP, the Divisions VP, the Senior Star Rating Director and the ROPA Director. This group has oversight of the Stars Rating system and provides advice to the Board on all matters relating to the Star Ratings rules and their implementation. The Membership VP chairs this group and reports to the Board on behalf of the group.

V. REQUIRED MEETINGS

The Membership VP must attend the Board meeting at the annual conference and the Board meeting in the Spring (usually April) at PSA headquarters.

- At each Board Meetings, the Membership VP reports on the activities, successes and problems in the Membership areas of responsibility.
- At the annual Conference, the Membership VP is also required to:
 - Make a presentation covering the state of Membership in the organization.
 - Attend the Strategic Planning Committee Meeting.

VI. BUDGET

The Membership VP prepares an annual budget (or estimates expenses) and submits it to the Treasurer, usually by about March 1. This budget will include travel and hotel expenses to the Board meetings and any other expenses authorized by the Executive Committee. The budget will also include appropriate requests from the committees and officers that report to the Membership VP.

VII. EQUIPMENT REQUIRED

The Membership VP must have:

- A computer with a word processing program and a spreadsheet program.
- E-mail capability.
- The ability to use Skype or Facetime or other similar communication methods.

VIII. ESTIMATED TIME REQUIRED

The work of the Membership VP is spread throughout the year as described in the Schedule of Activities.

- Approximately 4-8 hours are required for the Board reports before the Spring meeting and before the annual Conference.
- About 4 hours are required to analyze and summarize data and write the Monthly Membership Report.
- The Membership VP is required to attend the Board meetings described in “Required Meetings” which usually last about three to five days for the Spring meeting and about four days before and during the annual International Conference, not including travel time.
- Special projects may also require a significant time commitment.
- Approximately 16-24 hours per month are required for routine communications with Area, State/Province and Country Membership Directors; for communicating with the Executive Committee; for Board email discussions; for maintaining files; for writing PSA Journal and Website news items; and for communicating with various committees.

IX. SCHEDULE OF ACTIVITIES

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

January

- Prepare and Distribute Monthly Membership Report to Board members.
- Check with the Operations Manager for the due date for Board Members' Reports for the Spring Board meeting.
- Send a reminder to Area Membership Directors that their reports for the spring Board meeting are due Feb 1 and that they should request reports from all Membership Directors in their area of responsibility. Budget requests should be included in these reports.

February

- Prepare and Distribute Monthly Membership Report to Board members.
- Prepare Membership VP budget that includes requests from the Area, State/Provincial and Country Membership Directors.

March

- Prepare and distribute Monthly Membership Report to Board members.
- Prepare Membership VP's Report for the spring Board meeting. Provide electronic copies of the report and recommended agenda items to HQ on Schedule as requested.

April

- Prepare and Distribute Monthly Membership Report to Board members.
- Attend the meeting of the Board of Directors usually held at PSA Headquarters.

May

- Prepare Monthly Membership Report to Board members.
- Take action on any issues raised at the Board meeting.

June

- Prepare Monthly Membership Report to Board members.
- Select a MD-of-the-Year and notify HQ so that the plaque can be ordered and engraved for presentation during the PSA International Conference. Notify the recipient by letter that he or she has been chosen to receive the award at the Conference.
- Submit a list of Membership Directors to the PSA Journal editor for publication in September.

July

- Prepare Monthly Membership Report to Board members.
- Check with the Operations Manager for the due date for Board Members' Reports for the conference Board meeting.
- Send a reminder to Area Membership Directors that their reports for the conference Board meeting are due August 1 and that they should request reports from all Membership Directors in their area of responsibility.

August

- Prepare and Distribute Monthly Membership Report to Board members.
- Prepare Membership VP's Report for the conference Board meeting.

September (or October, depending on the dates of the International Conference)

- Prepare and Distribute Monthly Membership Report to Board members.
- Attend, and prepare to make oral reports at all Conference meetings of the Board of Directors.

October

- Prepare and Distribute Monthly Membership Report to Board members.
- Take action on any issues raised at the Board meeting.

November

- Prepare and Distribute Monthly Membership Report to Board members.

December

- Prepare and Distribute Monthly Membership Report to Board members.

Throughout the Year Tasks

- Respond to emails as necessary.
- Maintain regular contact with all Membership Directors.
- Identify and respond to issues that have impact on membership recruitment and retention.
- Write a column for the *PSA Journal's* "On My Mind" feature, according to the schedule distributed by the Publications VP (about once every eighteen months).
- Write "Membership News" columns for the *PSA Journal*, as negotiated with the Publications VP.

MOM revised 19 January, 2020.