

# PSA Membership Star Program MOM Job Description

**REVISED: July 26, 2018**

Associated PSA Website Page: <http://www.psa-photo.org/index.php?membership-stars-2>

Associated PSA Program Email: [psamemstar@psa-accepts.org](mailto:psamemstar@psa-accepts.org)

## **THE MEMBERSHIP STAR PROGRAM OVERVIEW**

The Membership Star Program recognizes those members who refer new members to the Photographic Society of America. The Program began in 1991 and was enhanced in November of 2013 to offer not only **Membership Stars**, but a **free PSA Membership to PSA individuals and organizations referring members**.

**A referral is defined as the act of introducing a new member to PSA. The referral is earned once the new member has filled out a membership application and has paid PSA membership fees.**

**Membership Stars** are awarded automatically when a member completes the required number of referrals. *Continuous* membership is required to receive stars. A presentation box is given to those receiving a Fourth Star. A plaque is given to those who receive a Fifth Star, Emerald Star, Ruby Star, Diamond Star, Gold Star, and Platinum Star.

### **Current Star Levels (Implementation Date: September 2016)**

First Star	10 new members
Second Star	20 new members total
Third Star	30 new members total
Fourth Star	50 new members total
Fifth Star	100 new members total

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EMERALD STAR	150 new members total
RUBY STAR	200 new members total
DIAMOND STAR	300 new members total
GOLD STAR	400 new members total
PLATINUM STAR	500 new members total

**Free Membership** is awarded to referring members according to the following:

- **One free, one-year Digital PSA membership** when the first ten (10) or more new members are referred to and join PSA during a calendar year.
- **One free, one-year Digital membership** when five (5) or more new members are referred to and join PSA during any subsequent calendar year.

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- Free memberships cannot be transferred and must be used by the original recipient.
- **A member receiving a digital membership, who wishes to receive a printed *PSA Journal*, may upgrade their membership by paying the difference between the digital and printed membership**
- Free Lifetime Membership will be given to any PSA Member referring a total of 500 new members.

### **Individual PSA Members:**

Free membership for individual members consists of a Digital membership, which includes only the PDF or mobile edition of the *PSA Journal*. If an individual member wishes to receive the printed *PSA Journal*, the member may request to pay the difference in price of the membership fee. Contact PSA Headquarters to arrange this at HQ@psa-photo.org.

Members who have reached their first membership star prior to November 1, 2013 are not eligible for the initial free membership. If a PSA member has already earned the first or subsequent membership star, he/she will earn a free one-year digital membership if five (5) or more new members are referred and join PSA during any calendar year.

### **Organizations:**

Free organization membership for clubs and councils includes only the print edition of the *PSA Journal*. Clubs and councils do not earn membership stars, but are eligible to receive a free membership. If an organization has already referred ten (10) new members, the organization will earn a free one-year membership; if and when five (5) or more new members are referred in a single calendar year.

### **Cost Analysis of Current Membership Star program:**

Year 2012-2013 = \$116.25

Year 2013-2014 = \$51.30

Year 2014-2015 = \$100.88

Year 2015-2016 through March 17, 2016 - \$108.07

Average yearly cost based on above years = \$94.13

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## **PSA DIRECTOR MEMBERSHIP STAR PROGRAM JOB DESCRIPTION**

### **Introduction:**

The PSA Membership Star Program is listed under the PSA Membership: New Members on the PSA website. The title of the person in charge is Director of the Membership Star Program. The Membership Star Program Director reports to the PSA Membership Vice President.

### **Responsibilities for the Director of the Membership Star Program:**

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- The Director of the Membership Star Program is responsible for checking the PSA database for accuracy in conjunction with PSA Headquarters and ensuring the entries are current. PSA HQ staff will enter the **new member** with state, country, the referring person and any other pertinent information.
- **The Director should have access to the PSA database and generate reports without needing to involve HQ staff.**
- The Director of the Membership Star Program will utilize the PSA HQ Database to keep track of the number of referrals for each individual referrer and also track the attainment of each star level for those referrers.
- The Director of the Membership Star Program will send a referring member a thank you email within one month of the referral. The referring member will also be able to check their list of new member referrals through the PSA website at <https://psa-photo.org/index.php?membership-new-members->
- The Director of the Membership Star Program will attempt to find the referring person or club to thank them for the PSA referral if the referring person is not a PSA member.
- The Director of the Membership Star Program sends an email to the PSA member who has earned the first through fourth star; an email, which asks who they would like the star sent to for a local presentation. The stars presentation may be by a Club President, Council President, or Chapter President.
- **Clubs do not earn stars.**
- The Director of the Membership Star Program is responsible for mailing the first four stars to the referring member. When the referring member earns a fourth star, a presentation box will be sent at that time.
- The Director of the Membership Star Program does not mail the star until they have confirmed where the star is to be sent. The stars may also be sent to the referring member. After the presentation, the member receiving a star will be asked to submit a picture of the presentation to the PSA webmaster for publication on the PSA website and can be published in social media. **A picture release will be necessary.**
- The Director of the Membership Star Program will email the names of all the Star recipients two months before the *PSA Journal* publication (every February, May, August and November). The list of names will be emailed to the *PSA Journal* Editor at [psajournal@cox.net](mailto:psajournal@cox.net)
- The Director of the Membership Star Program will have his/her own email address.

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- The Director of the Membership Star Program is aware that if PSA members renew their membership, their referral totals continue in the PSA HQ Database. If a member lets their PSA membership lapse, and joins as a new member in the organization, the person will get a new PSA membership number and their referral record starts with the first referral again.
- If a member's membership lapses and after a year that person rejoins PSA, any referring member may take credit for the referral. (This should be a separate point.)
- The Director of the Membership Star Program updates the Membership Vice President with a list of members and clubs who have five or more referrals when requested. A referring member or club who attains the requirements of the program may be awarded a one free one-year membership of PSA.
- The PSA club or council representative submitting winning entries for the Youth Photography Showcase will receive referral credit for the referrals. The representative only receives referrals from their students that receive the gift digital membership.
- The Director of the Membership Star Program will ensure the PSA HQ Database information is updated and concurs with the PSA website when published. The Club Representatives list will also be updated in the database periodically. This information is available for the Membership VP and Membership Directors if needed.
- The Director of the Membership Star Program will assemble the list of referring members and check for accuracy for the *PSA Who's Who in Photography* and send it to the *PSA Journal* Editor yearly.
- The Director of the Membership Star Program orders and holds a stock of Stars. This stock is maintained and a star is awarded only as and when a member reaches the required number of referrals. Stars and Plaques are ordered through PSA HQ. The current approximate costs are, Plaques \$20, Stars \$3 and presentation boxes \$2.50 (March 2016).
- The Director of the Membership Star Program will keep records including, but not limited to, standard letter templates, star / plaque tracking spreadsheets, quarterly journal reports, and budgets reports.
- The Director of the Membership Star Program is responsible for sending information to the Membership Vice President and the person who is presenting the Opening Ceremony presentation at the PSA Annual Conference, updating them on who will receive the Fifth Star, Emerald Star, Ruby Star, Diamond Star, Gold Star, and Platinum Star plaques to be presented at the PSA Annual Conference.

# **PSA Membership Star Program MOM**

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- The Director of the Membership Star Program will assist as needed with the presentation of the Fifth Star, Emerald Star, Ruby Star, Diamond Star, Gold Star, and Platinum Star plaques at the PSA Annual Conference.
- The Director of the Membership Star Program will prepare an annual budget, due in February or March, for the PSA Membership Vice President. Supplies initially come out of the HQ budget and are only charged to the Membership Star Program when supplies are requested. The Director should estimate the budget for the year ahead. The budget will anticipate the requirements for the year according to those amounts. A small amount should be included for postage, which will cover the cost of shipping stars and supplies to the Director of the PSA Membership Star Program when the items are requested.
- At the completion of one's volunteer term as Director of the Membership Star Program, all pertinent materials and records will be required to be passed on to the incoming Director to maintain continuity and accuracy in the program. The program MOM and job description will also be passed to the new Director of the PSA Membership Star Program.

**Term:** There is no fixed term of appointment for this position.

**Time Required:** About 2-3 hours per week.

### **Equipment Needed:**

Computer

Stars with Boxes

Envelopes to send the Stars and Boxes

Stationery, Envelopes, Stamps

Email capability

Knowledge of Microsoft Word and Excel or equivalent

**Revised:**     March 17, 2016  
                  July 26, 2018