

Photographic Society of America (PSA)
STATE MEMBERSHIP DIRECTOR (SMD)
Master Operating Manual
January 2020

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

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.
- Where practical, promote PSA by speaking at photography clubs, councils/federations, Chapters, and at photographic organization events.
- 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 the Membership VP and with their Area Membership Director.
- Recruit and appoint Assistant State Membership Directors (ASMD), as needed, and with the approval of the Membership VP; and supervise the activities of those ASMDs.
- Submit semi-annual reports to the Membership VP with information that can be incorporated into the Membership VP's reports to the Board of Directors.
- Advise the Membership Vice President and their AMD 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 are not required to attend any formal meetings in person. They are expected to participate in email discussions that are initiated by the Membership VP or by their Area MD and to participate in videoconferences organized by the MVP or AMD.

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 Membership VP by the end of the first week in March. Advice on Board policies regarding the expenses that may be claimed by SMDs is provided by the Membership VP.

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 required of the State Membership Director include the following:

Each month	Review the month's State Membership Report and resolve any issues. Send a group email to all members in the State to update them on any changes to PSA policies or other matters that need to be brought to members' attention. This may take the form of a newsletter.
Additional tasks for March	Prepare a budget for the coming year and email it to the Membership VP with a copy to their AMD. Prepare a report on activities over the past 6 months and email it to the Membership VP and their AMD (in preparation for the Board of Directors meeting)
Additional task for May	Nominate deserving members for PSA honours.
Additional task for August	Prepare a report on activities over the past 6 months and email it to the Membership VP and their AMD (in preparation for the conference Board of Directors meeting).

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. Where possible, the SMD will attend clubs, councils, Chapters, and other photographic events to promote PSA.

IX. RESOURCES AND SUPPORT

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.

The Membership VP will send a monthly newsletter to keep SMDs informed of PSA policy changes and other matters that need to be brought to the attention of members by the SMDs.

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.

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.

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