(1.0) <u>Aims</u>

a) The Member Engagement Committee (MEC) is established to review, develop and enhance Member Recruitment/Retention policy, deliver programs as well as developing relevant and robust social activity for members.

b) The MEC provides strategic direction on overall membership policies, recruitment, and retention strategies, as well as advises the Board on the optimal member experience.

c) To foster a sense of community and well-being for members through social activities

d) To provide social opportunities for members

e) Increase member engagement and retention through social activities.

f)

(2.0) <u>Responsibilities</u>

a) <u>Member Engagement</u>

1. Develop and implement engagement programs that influence member involvement.
2. Develop and implement networking or business exchange opportunities.
3. Leverage social media platforms to engage, educate, and promote members.
4. Collect feedback from members on a regular basis.
5. Conduct an annual membership survey.
6. Conduct periodic polls on specific topics —share the results with members so they can compare their perspectives to others.
7. Monitor member engagement levels.
8. Develop and provide social opportunities for members.

9. Conduct regular reviews of member resignations and enhance the outboarding process of resignation.

10. Work closely with staff to determine viability and relevance of member engagement activities to club strategic and business plans.

b) <u>Member Services</u>

1. Work closely with the member services chair.
2. Develop and implement a 'Member Retention Kit', aligned to strategic plan.
3. Identify current and emerging needs and loyalty levels.

c) <u>Social Activities</u>

1. To manage specific club keynote functions, develop the theme and content of the function and keep within the budget and pricing recommendations of Board and General Manager.
2. The committee will work closely with club management.
3. The Social Activities Committee will assist other club groups as appropriate in their event activities.
4. The MEC will communicate with the Board through its designated Board member.
5. The chair through consultation with the designated Board member will ensure only one person, a nominated member of the MEC, liaises directly with Club Events Officer.
6. The Chair will provide feedback to the Board (through the designated Board member) on matters concerning the social environment for members.
7. The designated Board member will make recommendations to Board about club social activities.
8. The Social Activities Committee will foster a sense of community and well-being among members.
9. Work closely with staff to determine viability and relevance of member social activities to club strategic and business plans.

(3.0) <u>Committee Guidelines</u>

a) Committee undertakings must be aligned with the RGYC Strategic Plan and the RGYC Business Plan.
b) The committees must ensure that identified programs and undertakings can be resourced.
c) The committee must work alongside staff to determine best practice for running successful member engagement and services and social activities.
d) Committee undertakings must apply a risk-based approach, with a focus on Operational, Financial, Reputational and Governance risk.

(4.0) <u>Roles</u>

a) <u>Volunteers</u>
1. Undertake roles and/or task as determined within the committee.
2. Provide subject matter expertise.
3. Act as a positive influencer (advocate) with members and stakeholders.
4. Provide support to programs and initiatives.
5. Communicate undertakings.
b) <u>Staff</u>

1. Access and determine capability and resourcing in delivering programs, activities and other undertakings.
2. Measure and report on outcomes.
3. Decide how to organise.
4. Establish structure, committee make-up and number, meeting frequency, committee member roles.
5. Organisation of all administration processes (agenda's, minutes etc).
6. Ensure work compliance.
7. Work within established budget.
8. Ensure risk management practices are being followed.

(5.0) Composition

Composition	2024/25 Committee:
The Member Engagement Committee may comprise. a) Chair – A Board Member, nominated and approved by the Board. b) 2 - 3 members as nominated and approved by the Board.	

(6.0) Meetings

Meetings will be on an 'as needs' basis as activated by the chairman with minutes provided to the Board and copied to General Manager.

(7.0) Reports

Reports to be completed following each meeting. Reports to be placed with the portal.

(8.0) Performance Measures

(1.1) **Member Recruitment and Retention Rates**:

- **KPI**: Percentage increase in new member recruitment and retention rates.
- **Measurement**: Track the number of new members recruited and the percentage of members retained year-over-year. Compare these figures to recruitment and retention goals.

(2.0)   **Member Engagement Levels**:

- **KPI**: Engagement score based on member participation in events and activities.
- **Measurement**: Measure member participation rates in various engagement programs and social activities. Use surveys or feedback forms to gauge member satisfaction and involvement levels.

(3.0)   **Feedback and Survey Results**:

- **KPI**: Overall satisfaction score from annual membership surveys and periodic polls.
- **Measurement**: Analyse the results of annual membership surveys and periodic polls to assess member satisfaction and identify areas for improvement.

(4.0)   **Social Activity Success**:

- **KPI**: Number and quality of social activities conducted and their alignment with the budget and board recommendations.
- **Measurement**: Track the number of social events organized, their attendance, and how well they stay within budget. Assess feedback from participants to evaluate the success of these activities.

(5.0)   **Member Retention Kit Implementation**:

- **KPI**: Development and effectiveness of the 'Member Retention Kit' and its impact on member loyalty.
- **Measurement**: Evaluate the creation and implementation of the 'Member Retention Kit' and monitor its effectiveness in enhancing member loyalty and addressing emerging needs.