



Association of College Unions International

*Serving the college union and  
student activities profession since 1914*

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## REGIONAL LEADERSHIP TEAM POSITION DESCRIPTIONS

### **Membership Coordinators**

The Regional Membership Coordinator shall provide support and services to Region 13 members as well as strive to recruit new members and retain current members. Duties shall include but are not limited to:

1. General duties:
  - a. Attend all Regional Leadership Team meetings
  - b. Attend the Fall Regional Conference
  - c. Offer support and resources to members about ACUI programs and services
2. Recruitment (in collaboration with the ACUI National Office Director of Membership & Sales)
  - a. Identify potential new members and coordinate outreach
  - b. Coordinate non-member activities (i.e. informal reception, campus visits, brown bag lunch, webinar, etc.)
3. Retention
  - a. Coordinate proactive renewal activities (i.e. sub-region events, webinars, tours, etc.) and promote them to the region via social media, calls, blogs, etc.
  - b. Track and maintain regional membership rosters (i.e. update website, send renewal reminders, etc.)
4. Action Items:
  - a. Develop regional recruitment & renewal letters
  - b. Update membership roster on new website
  - c. Organize outreach activities in each state (i.e. sub-regional conference, invitation to webinars, ACUI events, etc.)
  - d. Promote regional events (i.e. Recreation Tournament, Poetry Slam, NAQT, etc.)
  - e. Provides updates to the Regional Leadership team
  - f. Set up conference call with Director of Membership & Sales
  - g. Invite non-member institutions to attend or view Regional Conference Educational Session (podcast, live web stream, video-conferencing)