

Washington State Academy of Nutrition and Dietetics
EXECUTIVE BOARD POSITION DESCRIPTION

DIRECTOR – MEMBER SERVICES

Term: 2 years

Time Commitment: The position of the Director of Member Services requires approximately 16 days for each year’s term in office.

Qualifications

- ✓ Member of the Academy of Nutrition and Dietetics in the Active, Retired or Life classification, and resident of Washington State.
- ✓ Active in state and/or district dietetic association activities.
- ✓ Available to serve in the office for two consecutive years.

Roles

- ▶ Serves as voting member on the Board of Directors (BOD).
- ▶ Serves as the primary champion of membership initiatives for Washington State.

Note:

- Volunteers may not accept honorariums for work done as part of the Washington State Academy strategic plan and program of work.
- Volunteers are required to sign a conflict of interest statement at the beginning of each year.

General Duties

- Promotes membership in the Washington State Academy and the Academy of Nutrition and Dietetics.
- Carries out activities in Program of Work, strategic plan and reports to the BOD.
- Evaluates Scholarships and Awards as assigned by both the Washington State Academy and the Academy of Nutrition and Dietetics.
- Assists the Executive Office and membership with mentoring requests and information.
- Serves as the Washington State – Academy Foundation Grant champion.
- Collaborates with other Board members on IDEA-related activities.
- Serves as the primary liaison to student Board members.

Specific Duties

- Prepares articles for the Washington State Academy e-newsletter and e-updates according to established timelines to highlight membership benefits and encourage membership retention. E-newsletter updates should include links to information and photos that enhance the communication.
- Serves as Washington State Academy's link to the Academy Foundation for the Washington State Academy Educational Award Fund, which includes receiving pre-screened applications from the Academy Foundation, coordinating evaluation of applicants among appropriate BOD members, communication with award recipient(s), and other duties. Note: these responsibilities may be shared with the Executive Office.
- At the direction of the Awards Chair, reviews award applications for Outstanding Young Dietitian of the Year, Recognized Dietitian of the Year, and other awards (as assigned).
- Identifies BOD members to connect with district associations to highlight member benefits (if budgeted and part of the strategic plan).
- Serves as Washington State Academy's link to the Academy's Director of Membership Development, which may include conference calls, distribution of Academy of Nutrition and Dietetics membership recruitment materials, promotion of student membership, affiliate challenges to boost membership, and other duties.
- Serves as Mentoring Chair throughout term and works with the Executive Office for all mentoring activities; promotes mentoring as a membership benefit.
- Collaborates on IDEA (inclusion, diversity, equity, access) initiatives.
- Serves as the primary liaison for student Board members.
- Reports on current membership numbers at BOD meetings.
- Creates a bi-annual member survey reporting findings and data to the Washington State Academy board.
- Creates efforts to promote membership benefits among current members.
- Creates efforts to increase membership numbers and identifies barriers to membership renewals.
- Works with student members, college faculty, and/or internships directors to recruit and retain student members.
- Works with the Conference Committee, as requested/needed. Submits ideas for possible speakers and/or topics to the Annual Meeting Chair. Introduces speakers or serves in other volunteer roles at Annual Meeting as requested.
- Revises position description on a yearly basis. At end of term of office, provides transition orientation to incoming Director of Member Services and Mentoring Chair.
- Submits an annual report (as requested)
- Performs other duties as directed or requested by the Academy of Nutrition and Dietetics or the BOD.
- Prepares for and participates in BOD meetings and collaborates with districts for visits or conference calls.
- Coordinates with Washington State Academy Executive Office to implement aspects of member services' Program of Work.

General Schedule

Monthly

- Write summary of activities as requested by Washington State Academy President.
- Participate in BOD meetings (face-to-face or phone).
- Implement Program of Work.
- Actively participate in recruitment, retention and mentoring activities with Members and Dietetics Programs Directors and Students.
- Review working calendar for tasks and duties (which may include e-update and e-newsletter communications).

April – May

- Attend the Washington State Academy Annual Meeting (conference).
- Participate in annual Business Meeting at Washington State Academy Annual Meeting; report to members as requested by President; and interact with Student Members during the convention.
- Attend BOD meeting at Washington State Academy Annual Meeting; participate in orientation for new BOD members.
- Review job description and policies/procedures associated with position: revise/update as needed.
- Incoming Director, Member Services and Mentoring Chair assume office (unofficially) after the Washington State Academy Annual Meeting.
- Outgoing Director, Member Services and Mentoring Chair prepares files for end of term of office; provides files and trains incoming Director and Mentoring Chair. Request meeting at convention.
- Submit website content to promote membership. See example on Academy website.

June

- Officially assume office for term.
- Review updated *New Member* letter. (Note: Letters are sent monthly by the Washington State Academy Executive Office).
- Mark calendar for deadlines for e-news copy to write about membership.
- Establish goals for position for coming year and establish timelines for Member Services and Mentoring.

July/August

- Work with the Washington State Academy Executive Office to send letter to *Non-Renewing* Members encouraging them to renew their membership.
- Obtain from the Academy of Nutrition and Dietetics member promotion and retention materials (flyers, handouts, etc.) and provide these to BOD members for district visits.

August – September

- Arrange for BOD members to visit district dietetic associations; provide membership materials as needed (if budgeted and part of the year's strategic plan).
- Write copy for e-newsletter. Promote the Washington State Academy Educational Award Fund, provide membership updates, and share established goals/initiatives for the year of the 2-year term.
- Contact and collaborate with District Presidents (in-person or by conference call) to promote membership as their program year begins and find out what they need to be successful.

October – November

- Promote the Washington State Academy Educational Award Fund. Deadline for application is February 1 so it is important to remind membership before the holidays.

December – January

- Receive applications for awards from Awards Chair, review and score applications as directed. You may not receive the actual applications until January or February and comply with deadlines.

February – March

- Depending on publication date for the Spring issue, remind members to renew their memberships and provide deadlines for paying dues.
- Receive Washington State Academy Educational Award Fund applications from the Academy Foundation. Score applications and return to the Academy Foundation within the established timeline.
- Consider outreach to student board members. Support student board members in communicating members benefits through a survey, eblast or annual education conference student focused discussion.
- Consider sending a personalized letter to newer members of the Washington State Academy (1-3 years) including benefits of membership; mentoring program and encouragement to renew membership.
- Follow up with recent Washington State Academy Educational Award Fund recipients.