

Louisiana Society for Human Resources Management (LASHRM)  
Position Description

**TITLE:** LASHRM Membership Director

**REPORTS TO:** LASHRM State Council Director

*Function:*

Serves as a non-voting member of the council. Provide leadership to membership activities in local chapters, particularly assuring that chapter membership directors have access to resources necessary to recruit at-large SHRM members to chapters, local chapter members only (LMO's) to SHRM, and non-affiliated HR professionals to both organizations. Provide leadership to member engagement/retention measurement and strategies of chapters.

*Duties and Responsibilities:*

1. Provide leadership to chapter membership directors in all areas of membership responsibility.
2. Assure that chapter membership directors have access to best available resources for member recruitment and retention:
  - a. At-large members to chapters
  - b. Local members only to SHRM
  - c. Non-affiliated professionals to both organizations
  - d. Engagement/retention of current chapter members
3. Track and report to state council statewide and chapter membership growth and other relevant membership data (e.g., demographic data on members).
4. Track and report to state council statewide and chapter member retention rates.
5. Collect successful membership recruitment/retention initiatives to share with chapter membership directors.
6. Provide forum – e.g. state council meetings, conference calls – for chapter membership directors to discuss membership issues and share successful recruiting/retention practices.

7. Serve as resource for those chapters struggling to meet minimum standards in SHRM membership to assure that chapters are not disaffiliated for not meeting this requirement.
8. Encourage uniform membership requirements for all chapters based on the SHRM model for membership qualifications.
9. Attend state leadership conferences and state council meetings to assure representation for this critical area of responsibility.

Resources Available:

- Membership Recruitment and Retention Toolkit at [www.shrm.org/chapters/resources/chapmemrecruitretenkit.pdf](http://www.shrm.org/chapters/resources/chapmemrecruitretenkit.pdf)
- Other resources available at [www.shrm.org/chapters/resources/chaprmem/asp](http://www.shrm.org/chapters/resources/chaprmem/asp)

*Requirements:*

1. Must be an SHRM member in good standing throughout the duration of participation on the Governing Body (Article VI, Section D). HRCI certification highly desirable.
2. Appointment is made by the State Council Director. (Article VI, Section E)
3. Should be available able to visit chapters throughout the state as needed.
4. Serves a term beginning the first day of January and ending the last day of December. May be reappointed in the same position for not more than four additional consecutive years. (Article VI, Section E)