

AAC Membership Committee Charter

Committee Purpose

The purpose of the Membership Committee is to work with staff and volunteers to continually seek, identify, review, and implement relevant improvements to the AAC member value proposition that will result in new members, and support and improve retention of existing members.

Key Responsibilities:

Benefits and Services:

Tasked with periodic review of benefits and services available to members and making suggestions and creating opportunities for improvements, additions, and reductions.

Surveys and Analytics:

Tasked with assisting in the development and analyzation of surveys collected annually—specific to member acquisition, retention, and satisfaction.

Membership Composition:

Tasked with identifying climbing populations who might be under-represented in the current membership composition and suggesting ways to improve this composition.

Target Market Development:

Tasked with identifying, evaluating, and recommending value propositions specific to new and existing target markets. This may include developing a task force of key influencers in these markets to aide in benefit/service offering development. Sub-committees to include: ski mountaineering and climbing gyms.

Purchase Pathways:

Tasked with reviewing annually all purchase pathways for join and renewing your membership through the AAC website, all 3rd party portals, and direct membership transaction. Report to provide suggestions to improve ease of use and efficiency in process.

Chapters:

Tasked with representing local member benefit and service needs. This sub-committee ensures national membership measures are relevant to chapters and ensures volunteer-run chapters bring together climbers through meaningful local events and grassroots initiatives that align with national programming.

Structure and Membership

The Membership Committee includes both members at large and the chairs of any sub-

committees. Sub-committees are created and dissolved based on the current opportunities and challenges facing membership support and growth.

The Board President appoints the Membership Committee Chair. Sub-Committee chairs are appointed by the Chair and managing director and may populate sub-committees at will with qualified volunteers.

Vacancies of sub-committee chairs will be filled by a process of nomination by any committee member or board member and shall be approved solely by the Chair(s) in partnership with the Managing Director.

Terms

Members, including the chair, shall serve one-year terms. No member, including the chair, shall serve more than six (6) consecutive one-year terms.

Membership Committee Meetings

The Membership Committee shall meet via conference call as it deems necessary, no less than quarterly. Those present shall also meet in person at AAC's Board of Directors meetings.

Authorization and Limitations

The Committee is established by the Bylaws of the AAC and shall not have the power or authority to act for the full Board. Meetings and actions of the Committee are governed by the same provisions of the Trust's Bylaws that pertain to meetings and actions of the Board.