

## **ITC AUSTRALIAN REGION MEMBERSHIP BOOKLET FOREWORD**

Welcome to one of the most interesting and challenging areas of ITC - membership! Contrary to an opinion that the role of the 2nd Vice President (VP) "is easy and there is not much to do", you will be very busy indeed. You will also learn and grow and help others to do so.

Membership is the foundation of ITC. As Chairman of your club's Membership Committee you will have many opportunities to develop and practise leadership, organisational and relationship skills.

This booklet was originally based on the excellent "Club Membership Job Specification" compiled during the 1980-81 term by the then Australian Flinders Region First Vice President Claire Harrex and her committee.

It is strongly recommended that details such as references to bylaws, costings and fees be checked regularly. Any included in this booklet are current figures and you should check your records.

This booklet has been produced as a guide to help you enjoy your term as Club 2nd VP. This position is enhanced when you add your individual style and personality to this role - be an individual, but don't be afraid to ask for help from your Flinders Council Vice President and the Australian Region Vice President. That's what they're there for! !

Titles of the club offices "1<sup>st</sup> Vice President/1<sup>st</sup>VP" and "2<sup>nd</sup> Vice President/2ndVP" are alternatives to the increasingly widely used titles "president elect" and "vice president" respectively.

### **THE DUTIES OF THE SECOND VICE PRESIDENT**

As set out in the bylaws, the Club 2nd VP has to:

- (1) Assist the President of the club and preside at meetings in the absence of the President and the 1st VP,
- (2) Act as Chairman of the Membership Committee,
- (3) Be responsible for the recruitment and stabilisation of club membership,
- (4) Maintain permanent, accurate and detailed records of the club membership
- (5) Liaise with the Council Vice President and forward any required periodic reports on the club membership.

The office of 2nd VP is important and diverse. As personnel officer, an enthusiastic Membership Chairman can establish a stimulating and harmonious relationship between members; as the liaison officer, create a bond between members and the executive committee.

It is necessary for the 2nd VP to be familiar with the bylaws at all levels, particularly those

regarding membership and finance.

## **RULES FOR MEMBERSHIP**

Composition. The club may not restrict its membership on the basis of race, nationality, gender or religion. Membership shall be limited to no more than thirty (30) members, which includes active members and members on leave of absence, nor fewer than the number of members required to fill the club offices. The ITC Board may permit deviation from the prescribed membership number in specific cases, after consultation with the relevant region board.

### Classes of Members

**Active.** An active member is one who pays ITC, region, council and club fees and/or assessments, participates in the activities of the club, assumes regular assignments, accepts committee work and maintains regular attendance. An active member is a member in good standing and only active members are eligible to vote at club meetings.

An active member has the right to participate in discussions at higher levels of ITC and the privilege of voting at all levels through a delegated representative.

Honorary. This distinction is conferred by the club on a person whose service either to the club or to the community has been outstanding and who is not a member of another ITC club.

It is a mark of respect for services performed. The club pays the annual ITC dues for the honorary member. This may be reviewed by club vote each year.

An honorary member is not counted as an active member and therefore is not counted in the quorum.

Life Members. Upon completion of twenty years membership and upon payment of the amounts specified in the ITC bylaws, members shall be entitled to become life members.

Life members shall receive the magazine and all club mailings. They shall not be required to pay ITC dues; however, if active club membership with full rights and privileges is desired, they shall pay all other applicable dues and fees. A life member is counted as an active member only if these dues and fees have been paid.

### New Members

On joining the club, members shall pay dues on a pro-rata basis calculated monthly from the month application for membership is made to the club to the end of that fiscal year, plus the new member fee.

## **THE MEMBERSHIP COMMITTEE**

The Club President will have assigned members to the Membership Committee of which you, as Club 2nd VP are Chairman. A committee meeting should be held early in the term to allocate the following duties:

1) to meet prospective members and look after them at the club meetings, liaising with the hospitality committee

2) to distribute brochures and pamphlets, liaising with the publicity and public relations committee

3) to keep the attendance book up to date

4) to keep the membership book/database up to date.

The Club President is ex officio a member of your membership committee. Invite the 1st VP and Publicity Chairman to your committee meetings, which should be held prior to October (Founders Month) and March (Membership Month), these months acting as a springboard for recruitment.

Set realistic goals for the number of new members your committee will aim to bring to your club this term, and plan toward achieving these goals.

Work out strategies to care for the needs of current members. Keep a birthday book - a birthday card or note to members can give a feeling of belonging. Send a card to a member who is ill. In some clubs the Hospitality Chairman or the Secretary may attend to this, but it is suggested that the 2<sup>nd</sup> VP, as personnel officer, undertake responsibility for those "caring" activities. Other activities may include

- communicating with a member towards the end of a leave of absence period
  - contacting a member absent from a meeting who did not tender an apology
  - sending an absent member the program from a missed meeting, and the program for the following meeting
- in other words, showing the members that you care about them, that they are each important to your club and its functioning.

Be alert for alterations to members' addresses, telephone numbers, email addresses or surnames so these changes may be entered on the multi-action form and if appropriate, the editors of the council and region bulletins should also be advised.

## **RECRUITMENT OF MEMBERS**

For effective recruitment of members it is essential to have follow up with personal contact.

Publicity - word of mouth is the simplest and probably the most effective way to publicise ITC and your club. Encourage the members to wear their ITC badge and use other promotional aides, such as brochures.

Work closely with your club's publicity officer to gain newspaper publicity, especially in local papers, and consider having brochures and posters displayed in public venues such as libraries and school staffrooms.

It is essential that publicity material be accurate, up to date and well presented. It should include a brief description of ITC, your club's name, meeting venue and dates, and a contact name and telephone number.

Hospitality - After an initial contact has been made by an intending visitor, a telephone call from a member of the membership committee before the meeting offering transport to the

meeting can be very supportive. This may prevent the person getting 'cold feet' at the last moment. It sometimes takes a lot of courage to attend an ITC meeting for the first time, and the membership committee should make it as easy possible for visitors to attend and feel comfortable.

Meet the guests at the door when they arrive and introduce them to the Club President and to the Hostess/Host for the evening. Make certain the guests have a member of the Membership or Hospitality Committee sitting with her/him at the meeting, and ensure they are included in the conversation at suppertime.

Check to see the visitor has signed the Guest Book. Hand out brochures and a fact sheet. A personal follow up a few days later is essential. Do not pressure the person but be interested and approachable. Offer any additional information as required. Be sure you know full details of new member fees and annual dues. When asked about the cost of ITC membership, do not be concerned that the fees may seem high. They are not high, and they offer excellent value, and this is the message we need to communicate. Explain the fees in a straightforward simple manner.

**IF A GUEST COMES AGAIN YOU PROBABLY HAVE A PROSPECTIVE MEMBER!**

It is advisable that prospective members attend **at least two meetings** prior to application for membership so they have a reasonable understanding of the overall ITC program. It is not unusual for a person joining on an impulse to resign soon after induction, finding that ITC was not really what was wanted. A real commitment to ITC is necessary for active membership.

At the same time it is necessary to **limit the number of meetings** a guest may attend without making some real indication of intention to join the club. Flexibility is the keynote here, but after a second visit it is clear that the person has some interest in the organisation. The Membership Chairman should assess the situation and at an appropriate time explain the privileges and responsibilities of membership of ITC to the visitor, including the formalities of acceptance of an application for membership.

#### APPLICATION FOR MEMBERSHIP

When a person indicates a wish to apply for club membership, the Membership Chairman should complete the new member application, and the applicant should pay required dues and fees in full. The application for membership is announced to the club and is dealt with in accordance with the club's bylaws.

It is only after the club has accepted the application for membership, and the applicant has been inducted that they become a full club member. Prior to induction, the person may change her/his mind and request - and receive - the moneys back in full. However once the applicant has been formally accepted as a member, the fees and dues are not refundable.

Membership is therefore not automatic on receipt of the fees and dues. It is not in order for the club 2nd VP to simply announce..... has paid the fees and is now a member.

Close liaison with the Club Treasurer is essential at this stage to ensure accurate completion of the New Member Application Form. This form is to be forwarded together with the appropriate fees and dues, to ITC Management Services, Australian Region Treasurer and

Flinders Council Treasurer immediately after induction.

## **INDUCTION OF A NEW MEMBER**

The induction ceremony is a very special part of a person's introduction to ITC. The ceremony is performed by the 2nd VP who should try to make it special and personal.

This is a major assignment for a 2<sup>nd</sup> VP. Make it an occasion new members shall remember by showing them they are very welcome.

The first assignment for new members at the conclusion of the induction is usually for them to give their name, address, telephone number, and email address (if applicable) and to briefly give their reasons for having joined ITC.

A small gift may be presented to the new member by the 2nd VP or by the member aide (see later) on behalf of the club. These may be wrapped in ITC wrapping paper or in paper with ITC colours of blue and gold, for example.

If there is more than one member to be inducted liaise with the 1st VP to ensure that adequate time has made available for these induction ceremonies. Ensure that each new member receives her/his individual limelight.

Themes - The use of a theme makes the induction unique and memorable. Remember though, it is the new member's occasion, not the 2nd VP's. By all means show your individuality by using a theme, preferably if it reflects your new member's interests. Keep it simple and sincere. To successfully perform an induction you must be comfortable with the theme.

### **MEMBER AIDE**

A member aide - also called a "buddy" - is a more experienced member who acts as an assistant to the new member.

The member aide is chosen by the 2nd VP and offers assistance to the new member through explanations of procedures and jargon - orientation - and helping with assignments, explaining what is expected and generally being supportive. Member aides should be encouraged to contact the new member as the new member may feel reluctant to make this approach.

### **ORIENTATION OF THE NEW MEMBER**

Orientation of new members is very important if you are to have enthusiastic members who are set on the right road early in their ITC careers. It can take many forms at a club meeting/s, including a workshop, a discussion, or a series of short sessions each on one or two aspects of ITC.

As mentioned above, the member aide plays an important role in the orientation process.

A specially convened get-together at a member's home is an ideal setting for an informal group/club discussion about ITC. In this context one or two members present a prepared session of orientation and encourage questions, discussion and general input from all present.

## **COUNCIL VICE PRESIDENT**

It is especially helpful for the Council Vice President to write to new members of their Council, explaining the role of Council and Council's activities. Mention of a forthcoming function such as a Council meeting might be included in the letter.

### **ADMINISTRATION**

The 2nd VP, as Chairman of the Membership Committee, should maintain up to date records of club members with special reference to attendance. If a member is absent without having apologised for non-attendance, a friendly phone call is recommended. If a member is absent, a copy of the program sent with a note describing the meeting's highlights, as well as advice of their assignment/s on the next program, is helpful and will be appreciated.

Communication with the Council Vice President is encouraged if there are any problems or situations that would benefit from discussion. Remember that two heads are better than one, and the council VP has experience of all the clubs in the council.

If the Council VP convenes a meeting of Club 2nd VPs, every effort should be made to attend, as a far deeper understanding of the role can be gained from a group discussion such as this.

Liaison with the club's Delegate to Council prior to a meeting is essential so that the Delegate may give the correct number of active members and those on leave of absence in the roll call at the council meeting.

### **WHAT YOU SHOULD HAVE IN YOUR FILE**

The Club 2nd VP and the Membership Committee will function more efficiently if the files are kept neat, orderly and up to date. These files provide ready access to individual members' progress, talents and interests.

Contents:

- New member application forms \*
- Attendance Book
- Bylaws of all levels for current term
- Copy of your club budget for current term
- Club membership lists
- Correspondence file
- List of dues and assessments for all levels
- Job specification manual
- Minute book for committee meetings
- Membership book for membership details
- Promotional material - fact sheets, brochures
- Rosters - club, council, region

\*(available for download from ITC website [www.itcintl.com](http://www.itcintl.com))

Attendance book: Keep a book for recording attendance, ruled into columns for each meeting of the term and record whether the member attended. A copy of meeting attendance may also be obtained from the club treasurer.

Bylaws: ITC, Australian Region, Flinders Council, Club. Because the basis of your job specification is contained in the membership section of the ITC bylaws make certain you have an up to date copy as well as those of the Region and of Council. The bylaws give the precise definition of membership status: financial, active, honorary, life. Also, the bylaws have other information regarding members that is relevant to Membership Chairmen. Keep the bylaws together for easy reference.

Copy of your club's budget: Keep several copies of the club's current budget in your files so you can give a copy to each new member in their induction "kit". It is important for a new member to understand exactly where the dues and fees go and what they pay for.

Club membership list: Each new member should receive a copy of the club membership list (containing members' names, addresses, phone numbers, email address and committee membership).

Correspondence: Inwards and outward correspondence should be filed. On changeover of files at the end of each term destroy correspondence which is not needed (e.g. applications for LOA, copies of letters advising granting LOA).

When any correspondence is received or sent by the 2<sup>nd</sup> Vice President it must be included in the listing handled in the club's business session, to be received or endorsed as appropriate.

Always notify the member in writing of the club's acceptance or otherwise of their resignation or approval of leave of absence, even if the member was at that meeting. Keep a copy of any outwards correspondence (give another copy to the Club President prior to the meeting), as well as a list briefly summarising items of inwards correspondence/communications for the President and Secretary at the meeting. Remember, telephone calls and emails are included as communications.

Dues and Assessments: Keep up to date listings of the current annual dues and assessments payable to all levels of ITC. These are given to prospective members for their information.

Job specification: Keep this job specification in your file for reference. It is not to be removed from the file.

Minute book: Delegate the task of writing minutes of your membership committee meetings and keep a copy of the minutes in a minute book. Chair the meetings in a formal style so that your agenda will be properly covered. It will also provide training for the committee members.

Personnel file: As the personnel officer in your club you are required to keep information about members - biographical details, interests and the elected and appointed positions held at all levels. You may use a card index system or a spreadsheet or database. When a member transfers out of the club this file is there for ready reference for the member to take.

Promotional materials: Keep a supply of brochures in your file to give to prospective

members at their initial visit. There is a number available from ITC Management Services and you can also make up your own brochure specific to your club.

### **STATIONERY**

As an energetic 2<sup>nd</sup> VP you will write many letters. Ensure you use current ITC Australian Region, Flinders Council stationery.

### **PROGRAMMING**

Stimulating programming is vital to retaining members and involving new members. Programming is the most visible part of ITC. As 2<sup>nd</sup> VP, you should liaise with the 1<sup>st</sup> VP to ensure that both continuing and new members' needs are being met by their participation in the program and by the items on the program.

Having the 2<sup>nd</sup> VP as a member of the Education and Programming Committee is an effective way of assisting this liaison.

It must always be remembered that individuals have different needs and abilities and progress at their own pace.

Accreditation - Try to involve the new members to be part of the Accreditation Program as one of their goals. Discuss it with them and introduce them to the club's Accreditation Chairman.

### **WHAT SHOULD BE INCLUDED IN THE NEW MEMBER'S PACKAGE AT INDUCTION?**

This varies from club to club but it is essential that the new member understand the significance of each item.

- Club membership list with committees – ensure this is up to date and accurate
- Current year's club budget
- Current club bylaws and standing rules
- Name badge
- ITC membership pin (optional)
- Flinders Council's reproduced New Zealand workbook (obtainable free of charge from Council website [www.itcflinders.org.au](http://www.itcflinders.org.au))

The ITC Master Manual and Accreditation Manual are available for purchase from ITC Management Services.