



## Membership Engagement & Awards Committee

### **Purpose:**

The Membership Engagement Committee supports the association through spearheading all activities involving engagement, recruitment, retention and recognition of members. This committee will ensure that there are opportunities for members of all career levels and from all geographic locations to engage with the association and to ensure effective communication amongst members. The committee works to value and honour CACEE's volunteers and innovators through implementing the longstanding Awards and Recognition program.

Membership Engagement & Awards will work closely with the communications, performance, elections and governance committees.

**Accountability:** To the Board of Directors

### **Responsibilities:**

- Identify and support strategies to recruit, engage, retain and recognize members to increase membership numbers and improve membership experience
- Research/survey and provide regular pertinent feedback and data to the National Board on critical membership demographics and trends
- Work with the marketing and communications committee to ensure messaging about member and volunteer engagement is proactive and high profile as needs emerge
- Spearhead and support emerging volunteer engagement activities working closely with CACEE directors and committee chairs
- Work with Elections to help build a development pipeline of interested and engaged members to meet the needs of regional advisory boards, national board committees and national board.
- Oversee the messaging and timeline to facilitate the annual membership renewal process
- Enhance and deliver the Awards and Recognition program, working within specific timelines to energize the membership on the relevance and value of the awards process.
- Work to maintain the integrity of the Awards and Recognition program by reviewing award offerings and making recommendations regarding the current relevance and scope of award offerings.