

# MEMBER SERVICES COMMITTEE – STRATEGIC PLANNING



VISION (OUR WHY)	MISSION	VALUES & VALUE PROPOSITION
<p>To create a dynamic and inclusive community that empowers women leaders in the hospitality industry. We strive to foster a supportive network where members can connect, grow, and thrive both personally and professionally.</p>	<p>The Membership Committee is dedicated to fostering a welcoming and inclusive community by actively engaging, supporting, growing, and retaining members. We strive to enhance the member experience through meaningful connections. Our goal is to build a vibrant, diverse, and engaged membership that contributes to the growth and success of our organization.</p>	<p>Provide programs that support women at all stages of their careers, with a particular focus on leadership readiness as well as opportunities to learn from and connect with industry leaders.</p> <ul style="list-style-type: none"><li>• <b>Connection:</b> Connect likeminded individuals</li><li>• <b>Community:</b> Foster a sense of community</li><li>• <b>Mentorship:</b> Grow and support the community and young leaders</li><li>• <b>Collaboration:</b> Work together to inspire and elevate women to achieve their highest potential</li></ul>
STRATEGIC GOALS & OBJECTIVES	ACTIVITIES & IMPLEMENTATION	METRICS
<p><b>Increase Membership:</b> Increase membership activation through outreach and targeted activation to attract new members.</p> <p><b>Retain Current Members:</b> Engage current members to ensure retention and promotion.</p> <ul style="list-style-type: none"><li>• <b>Member Engagement:</b> Regularly communicate with members through newsletters, surveys, and social media to keep them informed and engaged.</li><li>• <b>Feedback Loop:</b> Collect and act on member feedback to continuously improve offerings and address member needs.</li><li>• <b>Recognition Programs:</b> Highlight member achievements and contributions through awards and recognition events.</li></ul> <p><b>Promote Growth of Organization:</b> Support organization objectives to build strong network and programming that drives membership capture.</p>	<ul style="list-style-type: none"><li>• <b>Digital Marketing:</b> Utilize social media platforms to reach potential members. Create engaging content highlighting success stories, upcoming events, and member benefits.</li><li>• <b>Partnerships:</b> Collaborate with local hospitality businesses, educational institutions, and industry associations to promote membership.</li><li>• <b>Events and Workshops:</b> Host low cost/ no cost introductory events and workshops to showcase the value of membership and attract new members.</li><li>• <b>Referral Program:</b> Implement a referral program where current members can earn rewards for bringing in new members.</li></ul>	<ul style="list-style-type: none"><li>• <b>Key Performance Indicators (KPIs):</b> Track metrics such as membership growth, event attendance, member engagement, and satisfaction levels.</li><li>• <b>Regular Reviews:</b> Conduct quarterly reviews to assess progress and make data-driven decisions for future membership strategies.</li></ul>