



Membership Engagement Committee Terms of Reference

Purpose:

The Membership Engagement Committee supports PTSA's strategic objective to grow and sustain membership through recruitment, engagement, and retention initiatives that strengthen the Society's sustainability and impact.

Authority:

The Committee

- May make recommendations.
- Operates within the priorities established by the Membership Director and within the approved budget and annual plan authorized by the Board of Directors.

Responsibilities:

The committee will:

- Develop and implement membership recruitment campaigns.
- Promote and manage the student membership program with partners schools.
- Build relationships with employers and other stakeholders that support membership growth.
- Coordinate member engagement programs including:
 - Pharmacy Technician Student Presentations
 - New Registrant Welcome Program
 - Professionalism Award Program
- Monitor member engagement trends and recommend enhancements to improve program impact, efficiency and sustainability.

Membership:

The Committee will be comprised of:

- Membership Director (Chair)
- 4-6 members representing students or recent graduates, experienced pharmacy technicians and previous PTSA volunteers or leaders.
- Additional volunteers or subject matter experts as required.

Committee members will serve two-year terms, with the option for renewal.

Committee Roles:

Student Programs Lead(s) – may be shared by 2 committee members

- Coordinates educational program outreach.
- Maintains school relationships.
- Oversee presentation scheduling and delivery.

Welcome Package Lead

- Coordinates welcome program.

Recruitment Lead(s) – may be shared by 2 committee members

- Coordinates membership campaigns.
- Complete employer engagement.

Awards Lead

- Facilitates promotion and winner selection for the Professionalism Award.

Meetings:

- The committee will meet as required to support completion of work.
- Quorum will consist of a majority of Committee members.

Reporting:

The committee will provide:

- Quarterly updates
- Recommendations requiring Executive Committee approval.

Resources and Support

PTSA will provide access to resources required for Committee members to effectively fulfill their roles in accordance with policies and procedures. This may include:

- Access to PTSA Google shared drive for document repository.

Date approved:

Revision history:

Date Last Updated	Revision Description