
Membership Services Committee Terms of Reference

Committee Overview:

The Membership Services Committee (MSC) gathers information on and analyzes both member and non-member needs and perceptions of the Ontario Association of Sewage Industry Services (OASIS). The MSC uses this information to make recommendations to improve the Association's resources, services and membership benefits along with ways to make prospective and current members aware of them. The MSC also makes recommendations on outreach strategies to attract prospective members to increase the OASIS membership base, especially among under-represented groups. Lastly, the MSC makes recommendations on ways to acknowledge new members and to encourage participation in OASIS activities and committees.

1. Purpose:

The MSC of OASIS was established to enhance the overall experience of OASIS members. The committee aims to attract new members, retain existing members, and provide valuable services that align with the needs of the diverse membership base.

2. Objectives:

The MSC shall:

- a) Identify strategies to attract new members to OASIS and promote membership benefits.
- b) Develop and implement programs and services that enhance the value proposition for existing members.
- c) Foster a sense of community and engagement among OASIS members.
- d) Monitor and evaluate member satisfaction and feedback to improve services.
- e) Collaborate with other OASIS committees to align membership initiatives with the organization's overall goals.

3. Composition:

The MSC shall consist of OASIS members representing various sectors within the sewage industry. The committee shall be chaired by a member appointed by the OASIS Board of Directors (BODs).

4. Meetings:

The MSC shall meet regularly, at least quarterly, to discuss membership initiatives, review feedback, and plan activities. Additional meetings may be scheduled as needed.

5. Responsibilities:

- Membership Recruitment and Retention:
 - Develop strategies to attract new members from diverse sectors of the sewage industry.
 - Implement programs to retain existing members, including renewal campaigns and targeted communications.

- **Member Engagement:**
 - Plan and execute events, webinars, and networking opportunities to foster member engagement.
 - Solicit member feedback through surveys and other channels to assess satisfaction and preferences.

- **Communication:**
 - Work closely with the Marketing Manager to ensure effective communication of membership benefits and initiatives.
 - Contribute content for newsletters, website updates, and social media related to membership services.

- **Collaboration:**
 - Coordinate with other OASIS committees to ensure that membership services align with broader organizational goals.
 - Collaborate with the Marketing Manager to integrate membership initiatives into outreach strategies.

6. Decision-Making:

Decisions of the MSC shall be made to the OASIS Board of Directors where a Final Decision and Motion of Approval or Rejection will be made.

7. Review and Amendment:

These Terms of Reference shall be reviewed annually by the MSC and may be amended with the approval of the OASIS BODs.

Time Frame:	6- 12 Months
Initial Meeting/Method:	Conference Call – Quarterly
Date of Meeting:	TBD by Committee Chair
Outcomes Update:	To be Completed by Committee Chair and presented to the BOD