



Officer Position Description

REGION MEMBERSHIP ENHANCEMENT COORDINATOR

Your **role**, it's like your major responsibility to always focus on:

COACH AND MENTOR DISTRICT MEC'S TO CREATE ACTIVITIES AND OPPORTUNITIES FOR FUN, RECOGNITION, GROWTH AND RETENTION.

Here is some of the **specific knowledge** that will help you do this job well. What you don't know, we will teach you:


- Be familiar with and use the Officers Handbook and the Officers Connection as resources for information about policies, procedures and requirements
- Be familiar with GWRRA's other Handbooks; know where you can go with questions
- Know you and your TEAM's reporting obligations and to whom
- How to mentor and coach your District MECs to help them build a TEAM and keep it going and growing to accomplish the many activities of Membership Enhancement
- Know the MOU (Memorandum of Understanding) and abide by it


There are certain **activities** necessary to ensure the success of your Region. You don't have to do them all yourself, on the contrary we encourage you to use your team as much as possible. Some are monthly, others during the year. Here they are:


- Have FUN! Enthusiasm is contagious!
- Write and implement an annual written FUN plan outlining the Membership Enhancement FUN activities that you and your TEAM wish to accomplish for the Region, including a recognition process honoring members for special accomplishments at the Region level. Submit to your Region Director for inclusion in the Region goals and budget.
- Since this plan will involve having the Region spend money, create a budget outlining the costs and submit to your Region Director for inclusion in the entire Region goals and budget.
- Assist and guide the District MEC's in doing a similar plan and budget to submit to their District Directors
- Promote involvement within the membership as the Region "cheerleader"


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-  Assess the Region and Districts monthly for engagement in the program activities of MEC (Couple of the Year, Chapter of the Year, Newsletter). Coach towards participation as needed. Specifically,
 - Hold annual selection of the Region Couple of the Year, or delegate
 - Ensure Couple of the Year program has high participation throughout the Region
 - Ensure Chapter of the Year is being used throughout the Region, or delegate
 - Encourage participation in the Newsletter Award program, or delegate

-  Ensure the following happens:
 - Establish and maintain contact with your District MECs to establish rapport. If possible, meet them in person.
 - Facilitate a monthly video conference with District MECs to communicate updates and facilitate discussion as needed
 - Participate in monthly video conference with GWRRA MEC TEAM
 - Participate in all Region TEAM monthly video conferences and TEAM meetings in order to understand the overall vision and direction of the Region.
 - Ensure there is an MEC article in the monthly Region newsletter so that the members are informed of important activities around the Region
 - Make certain that the Region and District websites display accurate Program activities and information, i.e., program activities guides, recognition of Region participants (this can be delegated)
 - Be proactive and collaborate with Rider Ed and the Trainer in your Region to assess Region training needs and co-create a plan of action to meet those needs
 - Ensure that the ARL (Area Report List) requirements for contact are met monthly, and that up-line reports are submitted in a timely manner
 - Review reports submitted to you from your Districts

-  Expired or Expiring Memberships are a great source for membership retention, develop a plan and help your Districts also create plans to proactively approach these members

-  As the Region MEC, it is important that you be informed and familiar with all of your MEC staff at the District level. You will be responsible to:
 - Ensure all District MEC positions are filled with the right people doing the right things.
 - Appoint District MEC along with the District Director
 - Process and archive Officer Appointment paperwork
 - Install any District MEC with patches, pins and certificate, or delegate to someone else
 - Develop and maintain a contact list of all District and Chapter MECs

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- Take advantage of every opportunity to evaluate MECs. Continuously assess strengths and needs of your District MEC's and coach them to improve engagement in Program activities
- Communicate with District MECs for updates
- 🌟 Lead by example and be a superb communicator who readily shares relevant information and ideas with the TEAM.
- 🌟 Communication liaison between TEAM GWRRA MEC and membership
- 🌟 Identify, coach and mentor your replacement in cooperation with your Region Director
- 🌟 Attend various activities to encourage participation within the Region. This not only increases the FUN that you experience in your position, but also encourages others at the Region, District and Chapter levels to join you in exploring all that GWRRA has to offer:
 - Attend Region rally and/or Education Day and participate
 - Have a recruiting/membership benefits booth
 - For Region rally, ensure that your TEAM has created and is implementing FUN activities for the membership
 - Attend District rallies and/or Education Day, as possible and participate
 - Attend Wing Ding, as possible and participate.
 - Encourage membership to provide volunteer service for MEC related activities.
- 🌟 Write and submit articles periodically to publications
- 🌟 Wear appropriate clothing (10" back patch)
- 🌟 Proactively support GWRRA and its programs

What other activities do you think are important: (To be filled in by Officer during their interview process for guidance and to debunk any myths of the job)

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