

**HANDBOOK**  
**MEMBERSHIP COMMITTEE**  
**SOCIETY FOR RANGE MANAGEMENT**

**I. Introduction**

The Society for Range Management (SRM) is a non-profit volunteer professional organization to promote the science and management of rangeland management.

**II. Membership Committee Role in SRM's Strategic Plan**

The Membership committee is in the Communications Division that supports key elements of the SRM Strategic Plan including the Vision and Mission of the Society, Guiding Principles and maintenance and increase of SRM Membership.

*The Guiding Principles Are To:*

- A) Operate through involvement and participation of members with diverse backgrounds.
- B) Seek opportunities to partner with other groups and organizations to increase SRM membership.
- C) Operate with the involvement of SRM Staff to ensure potential opportunities and consider operational abilities.

*Strategic and Tactical Focus:*

- A) Provide potential opportunities to encourage membership retention and expansion.
  - 1. Promotion of goods and services provided to SRM Membership.
  - 2. Promotion of membership participation in SRM activities.
- B) Develop a Marketing Strategy to garner new members.
  - 1. Branding SRM in multiple viewpoints and perspectives.
  - 2. Promotion of SRM as the "Go-To" organization for rangeland science and management.

**III. Purpose**

The purpose of the Membership Committee is to develop a short- and long-term strategy to maintain current membership and recruit new membership. The committee will work with the Society and its Sections and Chapters to improve membership at all SRM levels. These efforts include activities such as coordination with Section Membership Chairs, Communications Division, and other avenues that present an opportunity to promote membership within SRM.

**IV. Objectives of the Membership Committee**

- A) Develop and implement a Membership Strategy for approval by the Board of Directors and to seek implementation through the Sections and their Membership Committees.

B) Develop a Marketing Strategy with the Outreach & Communications Committee to expand the role of SRM as a body of interested and informed people passionate about rangeland management.

## V. Structure of the Committee

A) **Chairperson:** Leadership is provided by a Chairperson and Chair-Elect, both selected by the Membership Committee membership, for a two-year term. These positions are usually filled by individuals volunteering to serve.

B) **Membership:** Membership of the Membership Committee is open to any interested SRM member. There are no term limitations and those in attendance can vote. Chapter and Section Membership Committee Chairs and Parent Society Membership Representative are invited members of the committee. The committee may choose to proactively recruit members as needed.

C) **Subcommittees:** Committee tasks and activities are regularly accomplished by subcommittees. Subcommittee members will be volunteers or Chair-appointed. One of the subcommittee members will serve as Chair and coordinate with the Membership Committee Chair.

## VI. Membership and Leadership Duties

A) **Chairperson** will:

1. Provide overall leadership and direction of the Committee.
2. Provide a meeting agenda.
3. Preside at meetings or appoint a Committee member to preside over meetings.
4. Provide minutes of the Membership Committee meetings during the Annual and other special meetings to the SRM Board of Directors.
5. Provide the SRM Board of Directors and SRM Staff assistance, advice, committee action, and program direction for Membership Committee actions of the SRM.

B) **Members** should:

1. Provide input on issues to the Chairperson when the Board of Directors requests information or direction from the Committee.
2. Volunteer for committee activities.

C) **Subcommittees:** The subcommittee chairs will report annually or upon request to the Committee Chair, who will keep the Membership Committee up to date on progress and accomplishments.

## VII. Relationship and Reporting to the Board of Directors

This Committee is “directed” by the Board of Directors, not “appointed”; meaning this committee does not have specific defined tasks that are to be accomplished within a set time frame with the full participation of its membership. The Membership Committee has to function in a manner that supports the business and policies of the Society. The membership of the Committee is expected to participate

and provide advice to the Board of Directors on issues that fall within the objectives and purpose outlined within this handbook.

The Membership Committee is not required to seek permission from the Board of Directors regarding any activities unless they involve funding or policy. However, all SRM Committees are asked to submit a summary of activities to the Board of Directors at the Annual Meeting.

This report is usually a bulleted list of activities and accomplishments over the past year, activities to be undertaken during the current year and a contact person or subcommittee for each activity. The report should be prepared by the Committee Chair unless otherwise delegated and have a contact person listed with their email and phone number attached. Every quarter, an update should be provided to the Board of Directors' Representative and the entire Committee.

### **VIII. Handbook Revisions**

Additions and revisions to the Membership Committee Handbook shall be considered as necessary.