



## MEMBER ENGAGEMENT COMMITTEE

### Overview

The Member Engagement Committee is responsible for growing and diversifying our membership and to improve the onboarding of new members. The Member Engagement Committee is also tasked with supporting our existing members by enhancing the value and recognition that they receive. The Member Engagement Committee may also work in conjunction with the Membership & Data Committee to support efforts in membership vetting, audits and data management.

### Responsibilities

#### *Member Engagement and Retention*

- Manage the GEM Awards
- Gathering Grant promotion and selection
- Work to articulate member benefits to internal and external constituents
- Contribute to discussions regarding new ideas for member benefits
- Engage in surveys and data-driven research regarding membership, retention, and other issues
- Engage with Communication Committee on messaging to new and existing members

#### *New Member Outreach and Diversification*

- Identify and engage potential members
- Generate ideas for new or creative outreach methods or populations of interest
- Liaise with Regional Council representatives in different geographical regions
- Improvement of onboarding processes and platforms

### Level of Commitment

- Regular availability for discussion of membership applications via email or other forms of communication (WhatsApp) (2hr/month)
- Periodic assignment of committee projects (1-2 hr/month)
- Brainstorming meetings, virtually, or in-person at the annual conference (1.5 to 2 hours every 4 months)

### Necessary Traits or Qualities

- Timely responses to communication

- A breadth of knowledge regarding the many players in the international admissions field
- A strong professional network
- Enthusiasm around issues of membership
- Creative energy to contribute to the goals of the committee
- Discretion and discernment
- Other (not needed for all members, but appreciated from some)
  - Data analysis skills
  - Strong writing skills
  - Foreign language fluency (Chinese, Hindi, Korean, Thai, Vietnamese, Spanish, Arabic, etc.)

### **Challenges and Growth Areas**

- Staying ahead of trends within the industry and anticipating how they might shift or change membership
- Ensuring membership structure is reflective of the current professional landscape

### **Goals**

- Increase engagement and connection of members with the organization
- Onboarding of new International ACAC members and the development of enhanced membership values for current members

### **Term Length**

Three Years. Each person is an active member of the committee for three years, with the term beginning on July 1 of the first year and ending on July 31 of the third year.

*Last Updated: January 2026*