

La Montañita Co-op Membership Engagement Charter

Membership Engagement Committee Members

The Committee Chair is a Director and appointed by the Board.

Core Team: The Committee has a Core Team that is established and confirmed in January of each year. In January of each year, the Core Team is established and selected by the members in attendance at the January Meeting.

- at least 1 and up to 3 representatives of the Board (including the Committee Chair); and
- at least 3 non-Board Co-op member-owners, preferably one each from Gallup, Santa Fe and Albuquerque.
- Desired - marketing or membership team member
- Desired - at least 2 other team members.

Other members-owners, employees, and Board members are invited to attend the Committee meetings and participate fully in all activities. All committee members have equal voice whether they be part of the core team or not.

Mission/Vision

Enable avenues of communication and sharing assuring the cooperative relationship between member-owners, staff, administration and the Board of Directors (BoD). Utilize personal engagement, education, and outreach opportunities with the end goal of an economically healthy Co-op that meets the needs and reflects the cooperative values of our members and our community.

Responsibilities and Function

- Functions in partnership with Staff Membership and Marketing.
- Report to the BoD and other Committees, management and member-owners on the status of membership and make recommendations to enhance Member-Owner and Staff experience
 - Solicit and review membership feedback on a regular basis
 - Develop Reports to provide feedback and clarify issues
 - Participate in development and analysis of the annual survey and make recommendations to the BoD, based on the survey
- Make recommendations to the BoD on ways to ensure the continued health and growth of growth of our Co-op.
 - Develop strategies to recruit, engage, and retain members
 - Use social media and other forms of communication to engage members, market events
- Create events, meet-ups, informal gathers, educational programs relevant to the interests of the Membership

- Form sub-committees, as necessary, to organize specific recruiting activities
- Map out a monthly plan for all initiatives for the fiscal year
- Work with Cooperative Operations and Support Officer to create a fiscal year plan for inclusion of all recommended events into the Annual LMC BoD approved budget
- Reflow as required based on allocated funding
- Maintain communication to the membership through a variety of mediums and venues to assure transparency

Meetings

The Committee meets every month, on the second Tuesday of every month, from 5:30 pm to 6:30 pm at the Co-op Support Offices.

Reports

This Committee will develop Reports that serve as the feedback process to the Board. The Committee will make recommendations to the board as to the membership needs.

Charter Expiration Date

This Charter is perpetual, may be amended annually (in January of each year) or quarterly by the Committee Chair with input from the Committee, and with final Board approval.

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