

## **NLPSPA Membership Growth and Support Committee**

**Purpose:** The Membership Growth and Support Committee will provide guidance, advice, assistance, and specific directions on the planned growth and will support strategic actions as contained in the Strategic Plan of the Association for 2024-2028 and as defined in the specific position responsibilities of the Executive Director.

### **Strategic Priority #2: Membership Growth & Support**

- Data Base Review
- Renew Membership Registration
- Pre-Retirement Outreach
- Non-Members Communication Strategy
- Membership Meetings
- Membership Discounts
- Personal Issues of Members

### **Position Responsibilities #4, Membership: Executive Director**

- Oversees and manages the processes for the recruitment, registration and retention of members of the Association.

### **Responsibilities:**

1. Develop a membership growth strategy plan for the years 2026-2027 and 2027-2028.
2. Undertake a geographical profile, either snapshot by location or other specified data needs, as may be necessary from time to time, for analysis of the current membership to determine possible areas to target for membership growth.
3. Review and update the membership application package, with emphasis on the benefits of membership.
4. Advise and support the Executive Director, Communications Chair, and Administrative Assistant in changes to the NLPSPA website for easier membership access and interactivity, including the development of an online membership application portal.
5. Advise and support the Executive Director and Communications Chair by reviewing the draft of a Facebook boost poster targeted to advise the Value Proposition of the Association to non-members eligible to join NLPSPA.
6. Undertake discussions with the leadership of the province's public sector unions to seek opportunities to provide information to their memberships on the benefits of joining NLPSPA upon retirement, including a presence at their annual meetings/conventions.
7. Develop a membership outreach approach that includes advertising on a variety of media sources, including radio spots, NFP advertising sites, such as VOWR and community channels of local media stations, and prime time local television.
8. Print extra copies of the NLPSPA newsletter and distribute to community buildings, offices, hospitals, etc.
9. Develop an advertisement to be placed on affiliated agencies' social media and websites inviting eligible members to consider membership in NLPSPA.

10. Provide advice and direction to the Executive Director and Communications Chair in their work with the PSPP Corporation and the TPP Corporation to extend outreach for potential new members through the Corporations' Member Pre-Retirement Information Sessions and other avenues of communication, such as newsletters, annual mail-outs, and websites.
11. Provide advice to the discussions with the Pension Plan Corporations in developing a communications strategy (mail-outs) to non-NLPSPA contributing active members and pensioners to invite membership in the Association.
12. Develop a plan for a select number of regional membership meetings and seniors' fairs that promote outreach for new eligible members to NLPSPA.
13. Initiate, where feasible, social and informational opportunities to engage the NLPSPA membership.
14. Where identified, pursue possible membership benefits that are exclusive to membership in NLPSPA.

**Method of Operation:**

As this Committee is primarily advisory in focus and the identified *Objectives* are operational and outside the governance role of the Board of Directors, the committee will work under the direction of the Executive Director to deliver on the Strategic Objectives of the Strategic Plan for 2024-2028 and to support the Executive Director in achievement of her position responsibilities.

**Membership:**

Two-three members of the Board of Directors with the Executive Director as the Committee Lead. The Communications Chair will provide technology expertise and advice to the Committee and the President will serve as ex-officio member.

**Term of Office:**

Board Directors will serve a term of one-year.

**Accountability:**

The Executive Director will include a reference to the work of the committee in her regular report to the Board. If requested by the Board, an independent report will be submitted.

**Approved: Board of Directors, March 5, 2026**