

# Chapter 1

## Membership Vice Presidents and What They Do

*“There are many elements to a campaign. Leadership is number one. Everything else is number two.”*

Bertolt Brecht

**Welcome Membership Vice President (MVP)!** This APhA-ASP Membership Tool Kit was developed to guide your efforts to increase membership and involvement at your chapter and for APhA. Your role is an important one, as you will be helping student pharmacists at your chapter understand the essential professional development resources available through APhA membership. From student pharmacist to new practitioner and seasoned pharmacist, APhA membership is a vital and rewarding professional opportunity.

Your first step is to understand your responsibilities as MVP. Review the position description below and share it with your chapter officers. Let your chapter officers know that by working together, you and the other chapter leaders can be most effective in promoting APhA-ASP membership.

This chapter of the Tool Kit includes a calendar of projects and administrative deadlines to assist you in scheduling and planning for the entire year. As you will see, it is important to get started early, so that the maximum number of students at your chapter can begin or continue to receive the benefits of APhA membership.

## Chapter Membership Vice President (MVP) Position Description

**Purpose of Position:** Oversee efforts to increase membership in APhA and your chapter.

### Essential Responsibilities to the Chapter:

- Recruit a chapter membership team or committee to evaluate previous membership development efforts and help plan activities and establish measurable goals for membership.
- Ensure that membership development priorities are included in your chapter’s annual goals and objectives, that the chapter budget reflects membership priorities, and that you work with chapter officers and team members to integrate membership into chapter priorities.
- Manage the membership sign-up process during both the fall and spring campaigns; ensure proper collection of enrollment forms and dues; analyze data on chapter membership renewals, recruitment of new members, and reasons that current members do not continue.
- Ensure that the chapter has a comprehensive orientation program. This includes:
  - o Presentation at orientation for the incoming first year class
  - o Student Outreach Program conducted by APhA Student Development Staff Member during the fall campaign for new and renewing members
  - o Life on Rotation Program during the spring campaign that allows third-year students to hear from a New Practitioner Mentor about his or her rotation experience, tips to prepare and what to expect during their rotation.

Make sure that new members are involved as early and as often as possible in patient care projects, chapter meetings, local events, and APhA-ASP Midyear Regional Meetings to learn the benefits of APhA.

**Specific Responsibilities to APhA-ASP:** Recruit new members and retain current APhA-ASP members. Through your Chapter Administrator account, assign your chapter’s executive committee positions for the current academic year. Your final responsibility is to inform APhA if you have changes to the Electronic Fund Transfer (EFT) information we currently have or would like to opt in.

**Time Commitments:** Along with the time necessary to accomplish the above responsibilities, the MVP serves on the chapter executive committee and other committees as assigned. Attendance at a Midyear Regional Meeting and the APhA Annual Meeting is strongly encouraged.