

With recent revision of the [AUA mission statement](#) and strategic plan, the AUA Council and membership voted to create a [Membership Engagement Advisory Board \(MEB\)](#) that will manage the AUA member portfolio to drive engagement, recruitment, and retention of a diverse AUA membership.

FUNCTIONS OF THE MEB:

Promote Membership Engagement & Satisfaction

- Identify and develop member engagement opportunities
- Review AUA membership data to identify member trends and needs
- Survey members to better understand needs and perceptions

Promote Membership Outreach

- Engage with departments to encourage expansion of AUA membership
- Welcome new members

Promote Membership Retention

- Review current membership model and categories
- Ensure progression of members through categories (if current model remains)
- Outreach to members whose dues are lapsed



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OTHER PERTINENT INFORMATION:

Composition

1. The MEB Chair shall be appointed by the President. The MEB Chair shall serve for a period of two years, and may be reappointed. The regular members of the MEB shall serve for a period of three years with appointments staggered so there are new appointments made each year.
2. The MEB Chair (after consultation with the AUA President) shall appoint members to the MEB.

Duties

1. The MEB shall manage the AUA member portfolio to drive engagement, recruitment, and retention of a diverse AUA membership.
2. The MEB shall review and consider any revision to the membership eligibility requirements and member benefits for each of our membership categories.
3. The MEB shall identify the needs of members and recommend the development of services and engagement opportunities to meet those needs.

ACTIVE AND ASSOCIATE MEMBERS ARE ELIGIBLE

Process: If interested in becoming a member of the new Membership Engagement Advisory Board, please visit the [Membership Engagement Advisory Board Application](#) to provide a letter of interest and your CV.

Note: If interested in becoming the inaugural Chair of the Membership Engagement Advisory Board, please indicate that in your letter of interest.

Deadline: The deadline to apply for the Membership Engagement Advisory Board is **Sunday, July 31, 2022**. If you have any questions, please email AUA Staff, Vivian Abalama (vabalama@iars.org).