MEMBER ENGAGEMENT COMMITTEE

TERMS OF REFERENCE
February 2020

The Member Engagement Committee is a standing committee of ARMA, reporting to the ARMA Board. The Committee's role is to ensure that the needs and expectations of members and potential members are clearly identified and understood, so that ARMA will be better placed to deliver an appropriate service to members, and enhance member experience.

The Committee may be guided by, and set the direction for, a range of operational working groups.

Committee scope

Core activities of the Committee will include:

- Strategic oversight of member experience, satisfaction and engagement, including ARMA member surveys, focus groups and other evaluation mechanisms to monitor this.
- Strategic oversight of existing, and innovation of new ARMA member benefits
- Strategic oversight of the Editorial Working Group, responsible for ARMA's publications, including ***The Protagonist*** and ***Pinpoint.***
- Strategic oversight of ARMA's Study Tour programme of visits to funders, strategic partners and Government departments
- Responsibility for the support, development and engagement with ARMA's Special Interest Groups
- Making recommendations to the Board for opportunities to drive maximum member benefits from ARMA's strategic partners and key stakeholders.
- Delivery of campaigns to oversee the retention of existing, and recruitment of future, members
- Review, oversight and development of key membership communication channels (eg website,social media etc) to ensure communications with members are optimised.
- Input into budget-setting process and delegated responsibility for relevant budgetary spend, with resultant accountability and reporting responsibilities to Board

The Committee will act as a bridge between the Board and the Executive Office, providing support to both, facilitating communication and the flow of information, and ensuring accountability to ARMA members in relation to the membership offering.

Authority

The Committee will consider items of business within its remit, evaluate opportunities and challenges, and make recommendations to the Board. The Board may delegate areas of business on which the Committee can make decisions.

The Committee may establish both standing and short-life working groups, to develop member engagement initiatives and/ or to evaluate external opportunities against the ARMA guiding principles under the remit of the Committee. [Membership and duration of such working groups shall be confirmed by the Committee on establishment of such working groups.]

Decision-making

Any decisions made by the Committee must be made by a majority decision of the members of the Committee. In the event of an equality of votes, the Committee Chair shall have a casting vote.

Membership

To support these activities, membership of the Committee will consist of:

- Director, Member Engagement (Committee Chair)
- Director (non-portfolio)
- Nominated SIG Representative
- Chief Operating Officer
- 5 x ordinary members, with interest in, and commitment to, member engagement, customer services and communications.

The Directors (including the COO, ex officio) shall be members of the Committee in accordance with the articles of association of ARMA.

The non-Directors will be appointed on a 3-year basis (with the option of a second term), following an open call to ARMA members and an evaluation of the areas of expertise required. Appointments will be phased to ensure a balance between continuity and change in membership.

The Committee will work closely with the Executive Team. Additional expert advice may be commissioned as needed.

Meetings arrangements

The Committee will meet four times per year, some via teleconference, approximately one month in advance of each ARMA Board meeting, so that recommendations can be discussed and developed in good time. Regular conference calls will also be scheduled. The total time commitment from Committee members is likely to be in the region of 5 hours per month. Meeting venues will rotate, to ensure that they are accessible for all members, although several of these meetings are likely to take place via Zoom or similar.

Reporting

As well as making recommendations relating to the areas within its remit, there will be a clear requirement for the Committee to report formally to the ARMA Board on a regular basis.

Budget

The budget for the Committee shall consist of the monies necessary to support travel and subsistence costs incurred by members in the course of attending Committee meetings and in otherwise pursuing the business of the Committee, together with meeting venue and catering costs (if any).

Review

Terms of Reference for all ARMA committees, and the effectiveness of each ARMA committee, will be reviewed on an annual basis. The date for the next review of this document and this Committee will be February 2021.