

# CSCMP ROUNDTABLE Membership Guidebook

*(Updated June 2014)*



Council of Supply Chain  
Management Professionals

*Educating and Connecting the World's Supply Chain Professionals.™*

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# VICE PRESIDENT OF MEMBERSHIP

## Role and Responsibilities

### Overview

The Vice President of Membership serves as the main liaison between the Roundtable Service Center and the roundtable in regards to membership and member engagement campaigns. This officer position drives revenue for the roundtable by growing membership and member engagement in CSCMP. Furthermore, the position is relied on as a source of ideas, methods, and local promotions that will increase participation in roundtable events.

### Supported By

- CSCMP Roundtable President
- CSCMP Roundtable Global Membership Advisory Committee Chair
- CSCMP Regional Advisor
- CSCMP Roundtable Coordinator
- CSCMP Roundtable Service Center

### Responsibilities

- Coordinate with Roundtable Service Center in developing plans for communicating the value of CSCMP membership and member engagement to new and current members of the local roundtable community.
- Recruiting members for the roundtable's membership committee.
- Provide leadership by (1) developing local membership and member engagement campaigns, (2) implementing global membership and member engagement initiatives to the local community, and (3) recruiting local practitioners and educators to assist in communicating the value of CSCMP membership and engagement in CSCMP's Annual Global Conference attendance and SCPro certification.
- Maintain and review the list of current members, lapsed members, and nonmembers. If member contact information changes, notify Roundtable Coordinator of updated information.
- Provide potential individual and corporate members with information about membership in CSCMP.
- Understand CSCMP Policies and Procedures related to membership and assist the roundtable president in meeting policy requirements.
- Forward corporate membership leads to the CSCMP corporate membership team.
- Work with the roundtable president to promote required CSCMP membership to the local roundtable board. Verify the membership status of current board members and communicate the renewal process for roundtable board members to receive the board membership rate. Promote membership to nonmember committee members.
- Attend and actively participate in all roundtable board meetings, roundtable events, and the CSCMP Roundtable Leadership Forum.

## Typical Duties

- Coordinate roundtable membership and member engagement campaigns in local market.
- Maintain Monthly Telephone Tree activities to current members to ensure they are personally invited to attend each roundtable event (great committee work).
- Follow up with lapsed members for renewal of membership.
- Maintain event attendance database, ensure that all walk ups are added, and completed registration rosters are submitted to the Roundtable Coordinator after each event.
- Develop strategies for increasing attendance to roundtable events.
- Implement membership and member engagement campaigns designed by CSCMP and develop local roundtable membership and member engagement drives.
- Work with other roundtable board members to increase attendance and membership.

## Requirements

- Must be a CSCMP member in good standing.
- Must be willing to attend CSCMP events including the CSCMP Roundtable Leadership Forum.
- Must be willing to serve a two-year term beginning July 1, 2015.

# DETAILED RESPONSIBILITIES OF THE VICE PRESIDENT OF MEMBERSHIP

Your role, as the Vice President of Membership, is to provide leadership to the roundtable membership committee by serving as a source of ideas, methods, and programs, which will increase participation in roundtable activities and, ultimately, membership in CSCMP. Each new attendee to your roundtable brings valuable experience and expertise, which broadens and deepens the available pool of talent for programs, industry thought leadership, and future roundtable volunteer positions.

Although CSCMP wishes to expand its influence in the supply chain management profession and general business community, it is more interested in the quality of its participants rather than the quantity. Individuals should want to be involved and contribute to the organization. In order to realize this growth, the Vice President of Membership will be responsible for:

1. **Planning communications to potential members and sustaining current members highlighting the value of CSCMP membership.** This can include pre-meeting PowerPoint presentations, membership messages in monthly newsletters, postings on Social Media, and action plans for membership campaigns.
2. **Recruiting local members to the Roundtable Board to serve on the Membership Committee.** As the Vice President of Membership, there are many tasks that can be undertaken to grow membership and member engagement in CSCMP. Due to being a volunteer-driven organization, Roundtable Board members have limited time to devote to membership growth activities. Recruiting fellow members from companies and universities

to help with membership campaigns can increase the impact of membership and member engagement activities while reducing the individual effort required to grow membership.

3. **Leading the Membership Committee through a year of programs.** Through your leadership, you will establish a plan for membership and member engagement growth and assign activities to membership committee members. This can include formal membership and member engagement growth campaigns, membership communications, and campaigns to recruit members to the roundtable board.
4. **Maintaining the master database of roundtable members, lapsed members, and nonmembers with the assistance of the Secretary and Web Site Administrator.** Keeping an accurate record for your roundtable allows you to send membership information to the correct people.
5. **Providing everyone affiliated with the CSCMP Roundtable consistent information on the value of CSCMP membership.** People interested in membership become members for different reasons. Those reasons must be addressed and the value associated with each reason should be given in a consistent manner.
6. **Understanding that being recognized as a board member of the CSCMP Roundtable requires membership in CSCMP.** The Vice President of Membership will work with the president to ensure that all board members are members of CSCMP and that members who lapse are given the information they need to renew their membership at the discounted Roundtable Board member rate.
7. **Sharing information about Corporate Membership with the CSCMP Corporate Membership Team.** Because of the differences in pricing for Corporate Membership, companies interested in a Corporate Membership should be directed to the CSCMP Corporate Membership team.
8. **Working with the Roundtable President to promote membership in CSCMP to the roundtable board, nonmembers who serve on committees, and attendees at local events.** This can be accomplished by creating a membership update for all board meetings, staffing a membership table at local events, and working with the local board members to ensure that their memberships are up to date.
9. **Participating in conducting roundtable business.** As the Vice President of Membership, it is your responsibility to be an active figure on the roundtable board, attend local roundtable events, attend global events, and attend the CSCMP Roundtable Leadership Forum. Taking an active role encourages other members to gain from membership in CSCMP through attendance at events.

# MEMBERSHIP BEST PRACTICES

## Membership Calendar – Planning Your Roundtable Membership Campaigns

A membership calendar allows the Vice President of Membership to coordinate membership activities throughout the year. It can either be a paper calendar or an electronic version. Options include:

1. A laminated 14-month wall calendar
2. Microsoft Outlook
3. Google Calendar

The best calendar is one that is easily used and shared with the membership committee.

On the calendar, you can mark specific days that you will:

1. Send out communication to nonmembers inviting them to become members.
2. Dates of roundtable events, who will be attending, and their roles at the events.
3. Dates of board meetings to attend.

Having a calendar allows you to set dates of when the different responsibilities of the Vice President of Membership need to be completed and help with accountability for the board members.

## Develop and Implement a Member Retention and Recruitment Plan

By developing a member retention and recruitment plan, you will have a structured approach to retain and recruit members for CSCMP that are assigned to your roundtable. A well-structured and executed plan sets the foundation for the success of your roundtable.

A sample plan could have the following action items:

1. Send a 24-hour follow up “Thank You for Attending” e-mail to all nonmember attendees of local events that has the following information:
  - “Thank you” letter from the Roundtable Board and president
  - A list of upcoming local CSCMP events and benefits of membership
  - Instructions for joining CSCMP online
2. Every six months, send an e-mail to all lapsed members asking them to rejoin CSCMP. This e-mail should include:
  - Letter from the Roundtable Board and president
  - A list of upcoming local CSCMP events and benefits of membership
  - Instructions for joining CSCMP online

3. Members who have fallen into the Grace Period (lapsed in the past 30 days) should receive a personal call from a Roundtable Board Member. On the call, they should be asked if they know that their memberships have expired and if they were planning to renew. If you do not have a phone number, send them an e-mail that asks them if they plan to renew and provide them with instructions for renewing.
4. Analyze attendance of nonmember participation in CSCMP events to create a “good” prospect list of attendees who are not members but have attended multiple events in the past six to 12 months.

Use this prospect list to:

- Create letter from CSCMP President and Board personally inviting prospects to join, highlighting quality membership experiences.
  - Create a packet to be mailed/e-mailed to prospect list that includes:
    - Letter from president
    - New Member Application pre-coded with your roundtable’s name
  - Time the mailing two weeks out from the event, have board members call/e-mail prospects to confirm receipt of mailing and invite to next event
5. Develop for your Social Media page description a template for posting member benefit information and instructions for becoming a member. Make sure that your social media postings include:
    - Event Information
    - Benefit Information
    - How to Become a CSCMP member

## Report Membership and Member Engagement Results

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It is important that the Vice President of Membership report the success of recruiting new members, retaining current members, and engaging members in annual conference registrations and SCPro™ certifications, as each of these successes will earn revenue for the roundtable. Once information on campaign success is available, ask the roundtable president to allow you to present the results to the board and membership of the local roundtable. This allows you to celebrate your successes. Also, make sure that you are getting everyone involved in the process of recruiting new members, retaining current members, following up with potential members, and engaging members in conference registrations and SCPro certifications.

## Work With Other Organizations to Promote Membership in CSCMP

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Many of our members belong to multiple organizations. Reach out to other organizations to find out how your roundtable can cross promote membership and events collaboratively with these organizations. Share ideas with them on how to increase participation and demonstrate how collaboration on events can benefit both organizations.

Working with local civic associations is also a valuable way to generate interest in your roundtable. As the Vice President of Membership, you can work with the board to reach out to local chambers of commerce, civic associations, fraternal groups, and other regional organizations that can help you promote CSCMP and identify new members.

When working with other organizations, you can take the following approaches:

- Co-sponsor educational events (must follow Joint Event policy guidelines).
- Provide speakers to other groups to promote CSCMP membership.
- Provide a venue for speakers from other groups to come in and update your membership on their current activities.

## Using Social Media to Connect With Members and Potential Members

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Before using Social Media to connect with your members and potential members, please make sure that you read and understand the CSCMP Community Guidelines as they can guide your use of Social Media to promote CSCMP.

### **CSCMP Community Guidelines**

Read the CSCMP User Agreement: The agreement contains the details of proper message board usage.

### **Common Social Media Outlets' Role in Promoting Your Roundtable**

#### *Facebook*

Facebook is a personal posting community that allows you to interact with others to share events, pictures, and discussion topics. A common practice on Facebook is creating an account that will allow you to present your profile in a professional manner.

One way to promote your roundtable is by joining the CSCMP Group on Facebook. This gives people in your local network a way to connect with you on this social platform.

#### *Twitter*

Twitter is a micro-blogging service that allows you to post 140-character text messages. Twitter profiles are a great way to post your roundtable's upcoming events and update members on the activities of roundtable members.

#### *LinkedIn*

LinkedIn is a professional networking site that allows you to connect with other like-minded professionals. Using LinkedIn, you can create a Local Roundtable Group and invite your local members to join.

#### *Message Boards*

Message boards are tools that you can use to foster discussion on your local sites. You can use them to post local and national information, discuss trends in the supply chain field, and connect with others virtually.



# BENEFITS OF MEMBERSHIP

Both personal and professional benefits can be derived from membership in CSCMP, including opportunities to meet peers outside one's own company, staying up to date on industry trends, learning from current industry research, and developing your career potential. Here are some highlights regarding membership benefits:

## Membership Application and Renewal Forms

The new membership application is available at [cscmp.org/sites/default/files/memberapp\\_0.pdf](http://cscmp.org/sites/default/files/memberapp_0.pdf).

To renew one's membership online, visit [cscmp.org/membership/membership-types](http://cscmp.org/membership/membership-types).

## Member Benefits

### ***CSCMP's Supply Chain Quarterly Magazine***

This publication promotes the practice and advancement of the supply chain management profession. In-depth articles about current issues will keep you current on leading trends as well as on the issues of the day. Members receive a printed copy at no additional cost (\$89.00 US value). Associate and student members can access the online version.

### **CSCMP Online Member Directory Listing**

It's the place to see and be seen! Use the searchable directory database to network with other CSCMP members...and make yourself visible to the entire profession.

### **CSCMP Career Center**

Post your résumé...and search available positions within the profession with this valuable resource.

### **CSCMP's Online Interactive Community**

Coming soon! Connect with your colleagues around the world as you discuss best practices, industry issues, and other related supply chain topics with our members-only message board.

### **Members-Only Research Studies**

CSCMP continuously sponsors research projects to advance the profession. And with your membership, you'll receive full online access to our findings! (\$100 value)

### **The Annual "State of Logistics Report®"—Members Have Exclusive Online Access**

CSCMP sponsors this prominent report, begun by the legendary Bob Delaney that has become the premier benchmark for US logistics activity. Only members have exclusive access to this report in its entirety...moments after it's released! (\$300 value).

### **CSCMP Online Courses**

Designed to fit your busy schedule, CSCMP Online Courses offers more than 30 online courses on a variety of key supply chain topics.

### **The Award-Winning *Journal of Business Logistics (JBL)***

Rated as the profession's most useful publication by academics, the JBL is jam-packed with the latest supply chain management solutions from your profession's foremost thought leaders. CSCMP members can choose to receive either the printed or online version.

### **CSCMP's Annual Global Conference**

The latest topics, best speakers, and unparalleled networking opportunities. And great locations! It all makes for a one-of-a kind event. And, you'll receive substantial savings with your member discount. There's simply no better place to learn and interact with a global audience of supply chain professionals representing different functional areas.

### **CSCMP Seminars and Co-Sponsored Events**

CSCMP offers a variety of seminars (at a discount to members) to help you develop effective strategies to better manage your supply chain. You'll also receive valuable discounts on events that CSCMP co-sponsors with other organizations! We're continuously partnering with other educational providers to offer tuition discounts to CSCMP members.

### **Local Roundtable Events**

Your local CSCMP Roundtable is a vital connection to informative meetings, educational seminars, and rewarding relationships. More than 50 CSCMP Roundtables around the world serve to enhance your career and advance your profession at the local level. CSCMP membership guarantees a 25% discount registration cost.

### **Undergraduate Paper Competition**

Although a number of student paper competitions already exist in logistics-related areas, none of these solicit papers from the undergraduate population. With the support of Katrina Savitske, PhD, and the Department of Marketing and Supply Chain Management at The University of Memphis, CSCMP is now sponsoring a paper competition uniquely developed for its undergraduate student members.