

APPENDIX: VICE PRESIDENT OF MEMBERSHIP

SUPPORTING VIRTUAL OPERATIONS

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PRACTICING SOCIAL DISTANCING OR VIRTUAL OPERATIONS: VICE PRESIDENT OF MEMBERSHIP

It is the primary role of the membership vice president to advocate for members during a time when shared connections mean the most. This officer will assist the chapter president with maintaining the chapter's sense of community and fostering brotherhood. Through the vice president of membership's duties, the voice of the chapter at large will be seen, heard and valued - especially as changes take place on campus and in the community. Membership programming, including recruitment and retention, will need to be adjusted as the campus pivots to virtual or socially distant operations. Utilize the goal statement below - or create your own! - to better understand the essential functions of the vice president of membership. The tips and tricks that follow can assist your chapter when making adjustments and continue to thrive as servant leaders!

GOAL STATEMENT

The vice president of membership will advocate for the needs and wants of members through programs like recruitment and retention while encouraging diversity, growth and conflict management to allow the chapter to grow through adversity.



CREATE YOUR OWN: _____

TOP 5 VIRTUAL JOB FUNCTIONS OF THE VICE PRESIDENT OF MEMBERSHIP

- 1.** CONSULT VIRTUAL OPERATION GUIDES TO DEVELOP AND IMPLEMENT RECRUITMENT AND RETENTION PROGRAMS THAT STIMULATE MEMBERSHIP GROWTH AND DEVELOPMENT
- 2.** SET CALENDAR REMINDERS TO MAINTAIN ACCURATE MEMBERSHIP RECORDS THROUGH CONSISTENT AND TIMELY REPORTING
- 3.** USE EMAIL, TEXT MESSAGES, DIRECT MESSAGING, VIDEO CALLS, OR SHAREABLE DOCUMENTS TO COLLABORATE WITH THE PLEDGE OR NEW MEMBER EDUCATOR TO PROVIDE EDUCATION THAT CULTIVATES ENGAGED ACTIVE MEMBERS
- 4.** NURTURE THE SHARED CONNECTIONS YOU HAVE BUILT ON A CHAPTER, SECTIONAL, REGIONAL AND NATIONAL LEVEL BY PROVIDING CHAPTER UPDATES OR REQUESTING UPDATES FROM COLLEAGUES
- 5.** IMPLEMENT TECHNOLOGY METHODS SUCH AS CLOSED VIDEO CALLS OR A NEW CONTACT FORM ON THE CHAPTER'S WEBSITE TO RESOLVE CONFLICT BY CREATING AN OPEN AND CANDID ENVIRONMENT THAT FOSTERS DIVERSITY AND INCLUSION

TIPS AND TRICKS

CONTINUE TO OFFER FLEXIBILITY

Just as officers do in-person, it's important to consider a member's workload and schedule to make accommodations through flexible programming. Events offered at different times and days are likely to attract a higher volume of attendees. Similarly, switching up the types of events to be more diverse in nature keeps programming new and exciting.

MAINTAIN CHAPTER GROWTH

Membership recruitment and retention programs need to be customized to the reality of the chapter; this means efforts to welcome new members and maintain existing members will look different than ever before. By utilizing the virtual ceremony resources found in Officer Portal the chapter can continue to welcome new servant leaders via ongoing recruitment efforts throughout the year.

WORK HARD, PLAY HARD

Create moments of engagement by developing fun Kahoot quizzes about APO, school, or pop culture topics that chapter members follow. Tactics like this help generate brotherhood outside of fellowship events and can even be a friendly competition! Purchase one to three physical or e-gift cards for restaurants in your area and award them to members with the most points at the end of the semester.

NURTURE PERSONAL CONNECTIONS

Making a difference in the world alongside your friends is an experience that is unique to Alpha Phi Omega. Continue the tradition of building personal connections made in APO by organizing an alumni panel video call where members can ask career and volunteer-related questions.

REMIND MEMBERS OF BENEFITS

Shared connections are a driving force in the Fraternity and promote the development of servant leaders across the world. As we recognize these connections, it's important to also recognize and remind one another of all that brings us together through Alpha Phi Omega - service to our campuses and communities, developing our leadership, fostering strong relationships and so much more. We are all continuing to serve from where we are to build a better tomorrow.

COMMUNICATE EFFECTIVELY

Healthy, happy chapters have many things in common, one of which is having effective communication. Consistent updates, transparent reports, and regular interactions can help chapter members stay on the same page. Strive to continue to deliver timely and motivating updates to chapter members frequently.

SUPPORTIVE RESOURCES

In addition to other officers and supportive volunteers, there are a number of resources built to help chapters navigate the transition to socially distant and virtual operations. Download the APO Mobile Resource App today for continuous access to resources, tips and educational opportunities. The app is also a great tool for communicating with your chapter through the groups feature! A Virtual Resource Area is available in the app, online at apo.org, and in the Officer Portal Library. This area includes the items below, as well as dozens more resources and tools.

- Recruitment Tips, Ideas, Tricks and Tools
- Retention Tips, Ideas, and Tools
- Virtual Recruitment Guide
- Officer Portal: Adapted Pledge Ritual + Virtual Supplements & Adapted Initiate Ritual + Virtual Supplement