**Title**: Vice President of Lifetime Membership

**General Purpose of Position**: To develop strategies impacting all aspects of sorority membership, from recruitment of new pledges and colonies to the active collegiate membership years and throughout alumnae membership.

**Classification**: National Executive Board

**Selected By:** Election

**Level**: National

**Relationships to Other Jobs**:

Elected by: National Convention Delegation

Accountable to: National President

Support from: National Executive Board

Works with: Directors on the lifetime membership team (Expansions Director, Alumnae Director, Recruitment Director, Chapter Support Director)

**Term of Service**: 2 years

## Time Commitment: 5 hrs/week, more during periodic NEB meetings

**Required Qualifications**:

* Any alumna member of Omega Phi Alpha in good standing.
* Within the last six years, must have served at least one full year in a membership director position.

**Preferred Knowledge/Abilities/Experiences**:

* Experience working in more than one membership category (chapter support, recruitment, alumnae or expansions) is preferred. The experience can include appointed national leadership roles as well as director-level roles.

**Duties and Responsibilities**:

* General Duties
  + Establish high level objectives for the lifetime membership team. Collaborate with the lifetime membership directors to define action plans.
  + Coordinate the development of a budget proposal for the lifetime membership team. Manage the budget approved by the convention delegation.
  + Be accountable for all aspects of lifetime membership in OPA.
  + Serve on OPA’s long term strategy development team.
  + Advise the national president on long-term membership issues and opportunities.
* Develop and refine the ongoing expansion strategy for the sorority.
  + Decide which expansions opportunities to pursue and which to decline.
  + Establish success criteria for OPA’s expansions program. Evaluate program’s success against established criteria and refine the program as needed.
  + Mentor the Expansions Director and be a resource for the position.
* Develop and refine the ongoing recruitment strategy for the sorority.
  + Analyze data from active chapter recruitment to see what tactics work best in different campus cultures.
  + Research recruitment strategies used in similar organizations. Adapt for use in OPA.
  + Mentor the Recruitment Director and be a resource for her.
* Develop and refine the ongoing chapter support strategy for the sorority.
  + Review chapter health data compiled by the Chapter Support Director. Adjust chapter health rubric as needed to better spot the early warning signs of chapter distress.
  + Mentor the Chapter Support Director and be a resource for the position.
* Develop and refine the ongoing alumnae strategy for the sorority.
  + Research alumnae programming offered in similar organizations. Adapt for use in OPA.
  + Review alumnae programming data compiled by the Alumnae Director. Brainstorm about new or modified alumnae program offerings.
  + Mentor the Alumnae Director and be a resource for the position.

**Convention / NEB meetings / District Summits attendance required?** Yes/Yes/No