

## MEMBER INSIGHTS SUBCOMMITTEE CHARGE

**Number of Members:** 10-12

### **Composition**

Members shall include a Chair, Vice Chair, and a diverse mix of members reflecting the Society's membership.

### **Method of Appointment**

The Subcommittee Chair and members shall be appointed by the President and/or Vice President, in consultation with Chief Executive Officer.

### **Term of Office**

One year. Reappointment for two additional consecutive one-year terms is permissible.

### **Accountability**

Reports to: Membership Committee

Key Relationships: Membership Committee, Governance Committee, Communications Committee

### **Purpose**

- Provide strategic oversight for customer service, engagement opportunities, and recognition.
- Review and analyze data to distill data-driven, actionable insights to ensure that the Society is meeting the needs of its customers and members.

### **Responsibilities**

- Data Standards
  - Advise on the implementation of policies and procedures related to data collection and its utility for the Society.
  - Ensure that data insights about programs, products, and services are effectively communicated and used to inform organizational strategies and decision-making.
- Customer Service
  - Establish standards for customer service excellence and monitor adherence to these standards across the Society.

- Engagement & Recognition
  - Monitor and report engagement trends and opportunities to members, customers, and staff.
  - Develop programs to recognize and celebrate volunteer and engagement contributions.
  - Serve in an advisory role to Society staff regarding policies for HRS Communities

#### **Decision-Making Authority**

- Make recommendations to the Membership Committee

#### **Meeting Frequency**

- Quarterly meetings, by teleconference or face-to-face. Additional meetings, as necessary.