Photographic Society of America
Master Operating Manual (MOM)

Region Director

Purpose: To serve a PSA membership region by directing the membership retention and acquisition efforts of the region or an area within a region.

Appointment and Term: The Region Director (RD) is appointed by the PSA Membership Vice President and approved by the PSA Board of Directors.

Organization: The Region Director reports to the Membership Vice President who is to be kept informed of the happenings in the Director's Region. The Membership Vice President keeps the President and Board of Directors informed of region happenings.

Duties:
A Region Director:

- Is familiar with the **individual PSA members** in the region.
- Is familiar with the **PSA member clubs** and **councils** in the region.
- Is familiar with the **non-PSA member clubs** in the region.
- Is involved in the leadership of any **PSA Chapter**(s) in the region, attending Chapter meetings and representing PSA during Chapter Board meetings.
- Provides direction and leadership for the **retention** of area PSA members, clubs, and councils. This includes:
    - ➢ receiving and filing monthly membership reports from PSA Headquarters,
    - ➢ reviewing the monthly PSA membership reports in order to:
        - ✓ send typos and errors in the report to Headquarters for correction,
        - ✓ identify delinquent (past due, lapsed, and dropped) PSA members,
        - ✓ **contact via email or phone delinquent members** to assure that they are aware that they have not paid their PSA membership renewal and remind them of their payment options (sample emails for Past Due and Lapsed email renewal reminders are provided and Membership VP is copied),
        - ✓ receive and file club renewal reminder emails written by the Director, PSA Club Renewal Reminders and follow up with club(s) as needed,
        - ✓ promote PSA Automatic Membership Renewal,
        - ✓ provide the information needed for delinquent members to know how to pay their renewal,
        - ✓ follow-up with Headquarters to see that the renewal is paid,
        - ✓ email Headquarters and copy the Membership Vice President when a member passes away or a club/council dissolves, and
        - ✓ email the Membership Vice President when a member or a club/council decides not to renew, describing the reason given.
- Sends a personal **welcome email** to all new PSA members in the Region (area), copying the Membership Vice President. The new member should be welcomed to PSA, the PSA New Member web site, and the region. In this email the RD can offer assistance to the

new member in becoming familiar with PSA services, programs, and activities. A sample welcome email is provided for adaptation to the RD's style and region needs.

- Reviews the *PSA Journal* each month and send **emails congratulating region PSA members** for their photographic accomplishments and service to PSA. For example, Star Ratings, Who's Who, Division Interclub awards, Show Your Stuff, Membership Stars, referring a new member, and *PSA Journal* articles. The Membership VP is copied on these emails.
- Provides direction and leadership for the **acquisition** of area PSA members, clubs, and councils. This includes:
    - speaking at potential-member club meetings,
    - setting up and maintaining a PSA table at club, council, or Chapter meetings,
    - describing the *"Give the Gift of PSA"* program to clubs and individuals,
    - responding to emails from potential members and clubs with information regarding the benefits of PSA membership,
    - mailing PSA brochures and invitation cards to potential members,
    - providing a PSA membership table at region photography events, and
    - referring new members.
- Maintains an **inventory of PSA literature** including: *PSA Journals*, brochures, membership applications, membership renewal forms, and membership invitation cards (with RD name, address, email address, and region webpage address on back). Requests additional literature from PSA Headquarters in advance of region meetings and events so that priority postage is not required using form provided on RD Resources web site.
- Provides region information and photos to the Membership Vice President that will enhance and keep up-to-date the PSA **region webpage**.
- Reads and **responds to emails** from the Membership Vice President in a timely fashion. Informs the Membership Vice President of vacation or personal situations which will temporally cause a communication lapse.
- Attends the annual **Region Director Meeting(s)** held during the PSA Conference. If the RD is unavailable to attend the Conference, the RD will appoint a temporary regional representative to gather the information and bring it back to the RD.
- Determines the region's **needs for PSA representation** and suggests to the Membership Vice President where additional RDs are needed.
- Identifies area PSA members (who are enthusiastic about PSA and are frequent email users) to recommend as **RD**(s) or other PSA volunteer. Length of PSA membership is not a factor.

Estimated Time Required: The time required depends on the number of PSA members, clubs, and councils; and whether there is a PSA Chapter(s) in the region. Additionally, the condition of the records of the previous RD will effect the time it takes a new RD to become effective in a region.

Each month one twelfth of the region membership is up for renewal. It will take an average of an hour to address each ten members renewing in a month. Additionally, approximately two hours each month should be devoted to PSA membership acquisition activities.

3/09