



## Holstein Association USA Committee Charter *Membership Committee*

**Staff Liaison:** Daren Sheffield, Sr. Director, Performance Programs, Membership & Governance

### **Purpose**

The purpose of the Holstein Association USA Membership Committee is to increase member engagement by creating an environment that fosters connections, valuable participation, and purposeful involvement for the enrichment of our members and their businesses.

The Membership Committee exists to:

- Recommend strategies to retain and grow the membership base.
- Offer input on services, benefits, and communications that support member satisfaction.
- Identify opportunities to engage new demographics, including youth, emerging breeders, and underserved regions.
- Provide feedback on membership trends and outreach efforts.
- Support awareness of member programs and fostering a strong sense of community.

The Committee serves in an advisory capacity to the Holstein Association USA Board of Directors and staff.

### **Scope**

The following topics are appropriate for discussion at committee meetings.

- **Membership Growth:** Strategies for recruiting new members, retaining current members, and expanding engagement in key dairy-producing regions.
- **Member Outreach and Communication:** Effective communication of HAUSA programs, services, and events to members at all levels, including individuals, local associations, and national gatherings.
- **Member Support and Mentorship:** Advising on resources, tools, and mentorship opportunities to help new and existing members maximize value from their membership.
- **Member Feedback and Representation:** Gathering input on member needs and serving as a conduit for two-way communication between the membership and HAUSA leadership.

- **Young Adult Engagement and Event Involvement:** Supporting youth and young adult participation in programs and enhancing the member experience at events such as the National Holstein Convention.

### **Committee Member Qualifications**

- Be active Holstein Association USA members in good standing
- Demonstrate a passion for member engagement and advocacy
- Review and comply with the HAUSA Committee Member Code of Conduct
- Demonstrate ethical leadership, prioritizing association interests over personal or business agendas
- Maintain confidentiality when required
- Approach discussions with objectivity and a forward-thinking mindset

### **Composition**

The Holstein Association USA President appoints all committee members annually, following the HAUSA Annual Meeting.

- **Current HAUSA Board Members:** The President will appoint a current board member as Committee Chair, as well as two (2) more board members as committee members.
- **Other Members:** The President will appoint at least three (3), but no more than nine (9), additional members. Committee members that are not current board members are appointed for one-year terms but may be invited to serve for up to three (3) consecutive years. Any member of the committee may be removed at any time by the President.
- **Advisors:** The President may occasionally appoint subject matter experts who are not HAUSA members as non-voting advisors to the committee.

The President may consider geographic, demographic, and experiential diversity when appointing members to ensure balanced representation and a well-rounded committee.

### **Roles and Responsibilities**

- **Staff Liaison:** Organizes meetings in coordination with the Committee Chair, prepares and shares pre-meeting materials in a timely fashion, makes presentations and recommendations for the committee's consideration, prepares meeting minutes, works with Communications staff to disseminate information in accordance with the HAUSA Committee Recommendation Public Disclosure Policy, works with Committee Chair on committee update for the Annual Meeting.
- **Committee Chair:** Approves agendas, leads committee discussions, ensures productive meetings, and presents recommendations to the board of directors.

- **Committee Members:** Prepare for meetings by reviewing materials in advance. Actively participate in all committee meetings, representing members' best interests using their expertise & experience.
- **Non-Voting Advisors:** Prepare for meetings by reviewing materials in advance. Actively participate in all committee meetings, using their expertise & experience to inform the committee's discussions and decision making.

## **Meetings**

The Membership Committee meets at least once annually. Additional meetings may be scheduled as needed. Meetings may be either virtual or in-person, as dictated by the length and depth of the meeting agenda.

Committee members must disclose any potential conflicts of interest and recuse themselves from discussions or votes where appropriate.

A quorum is established when more than 50% of voting committee members are present at a meeting. Only voting committee members in attendance, whether in person or virtually, count toward quorum and may vote on committee matters.

Non-voting advisors, staff, board officers, speakers, and other invited guests may attend and contribute to discussions as appropriate but shall not participate in votes or count toward quorum.

Decisions are made by a simple majority vote of the voting committee members present at the meeting. All committee actions are considered advisory and require final approval by the Holstein Association USA Board of Directors.