

**Pikes Peak Chapter, Association of the U.S. Army (PPC-AUSA)  
Position Description**

**Vice President, Membership (assisted by VP Community Partner Membership, VP ROTC Affairs, and VP Guard & Reserve Affairs)** – Responsible for the Chapter Membership recruiting and retention. Translate the following guidelines into action:

- Track the Chapter Leader Portal (CLP) Membership statistics and membership information; develop a professional relationship with the AUSA National VP, Membership and his Team.
- Set annual Chapter membership objectives and increase goals (to be approved by the Executive Committee and included in the Chapter Annual Plan); implement plans to achieve those goals; report status at the monthly EC, and periodic General Membership Meetings.
- Fort Carson comprises our largest target audience, and we need to make the AUSA brand highly visible there. Under the auspices of our Garrison Commander and Staff Judge Advocate-approved “Authorized Private Organization” Status on Fort Carson, increase visibility of membership opportunities in our Chapter area through greater promotion of our Soldier education and support programs, as appropriate, on post as well as elsewhere.
- Continue to build on our gains toward a more effective communications program through the use of our Chapter Website and social media tools, i.e. Facebook and Twitter.
- Reach out to previously less approached membership communities such as the Army National Guard, Army Reserve, Recruiting, and ROTC. Set increase goals in those combined categories.
- Lay groundwork for creation of an ROTC student subchapter (UCCS and CSU-Pueblo). Provide guidance and assistance to our VP, ROTC Affairs who will lead this challenge. Utilize Institute of Land Warfare (ILW) material to generate awareness and interest among ROTC students.
- Build upon the relationship with the Colorado Springs U.S. Army Recruiting Company to discover how we can mutually assist and support each other.

- Increase Lifetime and other individual member numbers by integrating AUSA members living or serving in the area but are not affiliated with the Pikes Peak Chapter.
- Incorporate Associate Military Organization members (National's program) into active participation within our Chapter EC, general membership activity and volunteer base.
- Coordinate with the VP, Young Professionals in leveraging National's programs and templates to reach younger Soldiers and to show the value of membership.
- Expand our Community Partner membership through direct personal EC outreach. Our VP, Corporate Membership will lead this effort.
- Team with like-principled community and/or military support organizations, when appropriate, to develop AUSA brand-recognition opportunities by supporting or participating in their major events.
- Leverage local military media sources to increase press coverage and awareness of Chapter presence in the community.
- Visit Army National Guard units within the Chapter footprint; brief members on the benefits of AUSA.
- Visit U.S. Army Reserve units within the Chapter footprint; brief members on the benefits of AUSA. VP, Guard & Reserve Affairs will lead these efforts.