

Membership Recruitment

(Adopted by Council in May 2000, modified in December 2007)

As members' fees are the main source of income for ATEM (the other being profits from training events and conferences) it is vital that all parts of ATEM give the highest priority to the job of recruiting new members and renewing existing members.

Membership recruitment is divided into the three membership types:

Individual Member – mainly a Regional function
Corporate Member – mainly an ATEM Secretariat function
Emeritus Member – a Regional and Secretariat function

1. Individual Members

With the appointment of Institutional Coordinators in each tertiary institution in a Region the job of membership recruitment will have a locus that it did not previously have. These people will drive the membership campaign and the renewal campaigns, working with the ATEM Secretariat and their Regional Secretary.

1.1 Opportunity

Opportunities to recruit a member occur at training events, social events and conferences. Non-members at these events need to be made conspicuous, with a different coloured name tag, and given the Membership Recruitment Brochure and an application form.

Institutional Coordinators may also engineer opportunities at their own events, internal to their organisations, selecting people whom they know are not ATEM members for an invitation to join.

HR Directors need to be encouraged to include our Membership Recruitment Brochure and an application form in the starter kits for new staff.

Finally Posters are available from Branch Secretaries. These are to be given to Institutional Coordinators so that they can print their own contact details on the poster and display them on notice boards around the Administration, Faculty Offices, Library, IT Centre and other venues.

1.2 Procedure

The prospective member should be invited to go to the ATEM Web Site and apply on the secure e-commerce form that is available there. From this point on the ATEM Secretariat will bank funds and complete the membership details including the giving of a User ID and Password to the new member.

Regions are encouraged to hold a function for new members around mid-year so that they can be welcomed into ATEM and questions can be answered.

2. Corporate Members

In January/February each year the ATEM Secretariat sends out the following messages to CEOs of around 280 tertiary institutions in Australia and New Zealand:

- (a) invitations to renew for existing members
- (b) invitations to review the question of Corporate Membership to lapsing members
- (c) invitations to take out Corporate Membership to non-members.

The only role for Regions in this category of membership is:

- (a) to follow through with non-renewers after the ATEM Secretariat gives out lists of such members to Regional Secretaries.
- (b) welcome new members into the Branch at functions mentioned in 1.2 above.

The Corporate Members' web page is at http://www.atem.org.au/join_here_corporate.cfm

3. Emeritus Members (The ATEM Ghosts)

The Emeritus Members are members who have retired, or left the profession, but who want to continue their association with ATEM. The Emeritus Chapter is a Chapter of Council. But each Emeritus Member is enrolled in a Region so that they are aware of events that they can attend in their own town.

The Emeritus Members hold an Annual Lunch at the time of the Annual Conference, and they are available to assist Regions and the ATEM Secretariat with their work.

Recruiting these shy creatures can be done by Institutional Coordinators and Regional Secretaries when they become aware of an impending retirement. A prospective Emeritus Member is normally not required to enrol and give fees because they are already financial members. All that is needed is to advise the ATEM Secretariat that a certain member wishes to become an Emeritus Member and the apotheosis is then carried out centrally.

The Emeritus Members web page is at http://www.atem.org.au/join_here_emeritus.cfm