



## **Vice President of Membership Development**

The Vice President of Membership Development shall create and implement initiatives that increase awareness of the organization and grow its membership numbers.

Duties include, but are not limited to:

- Shall attend all meetings of the Board of Directors
- Shall adhere to the rules, regulations and guidelines recommended and set forth by USA Hockey and other sanctioned governing bodies with which the Association is affiliated in an effort to achieve a high level of member satisfaction
- Shall develop, create, compose and/or coordinate
  - all relevant internal and external communications to members and prospective members
  - strategies with like programs to facilitate awareness of Ice Hockey to all surrounding communities
  - the annual player recruiting campaign
  - methods to facilitate retention of current membership
- Organize and facilitate distribution of registration materials
- Arrange for Annual team and individual player pictures
- Shall oversee, or act in the absence of, the Web Administrator (see section 8.7 of this Article), compile current events of the Association and produce a monthly Association newsletter
- Interfaces directly with the Vice President of Hockey Programming to create an education program for PYHA members regarding a uniform hockey program to be used within the Association (Learn to Play, regular season, spring program, summer program, select teams, skills development, jamboree, tournaments, and camps) reflecting USA Hockey guidelines and recommendations
- Works with the Web Administrator to create a Web page for the PYHA parent and player education