



# Mandate Letter 2022

## Member Services

May 4<sup>th</sup>, 2022

**Attn. Citlalli Rios, Director of Member Services**

Dear Citlalli,

Thank you for agreeing to serve Hispanotech's Members as Director in charge of the Member Services Committee for the 2022-23 period that started on May 4<sup>th</sup> 2022 and runs until our next Annual General Meeting in 2023.

Hispanotech aims to be Canada's leading association of professional immigrants, with the mission of helping Latin American professionals enter the Canadian job market, succeed in their careers, and give back to the community.

Being a Hispanotech Director is a privilege that entails several **responsibilities**, such as:

- Providing direction to the association as it pertains to your Committee's objectives.
- Making sure you have enough Volunteers in your team to fulfill the expectations outlined in this Letter.
- Providing guidance to your team to perform their functions effectively and efficiently.
- Being responsive and proactively engaged in the affairs of the association, including:
  - Reviewing your Hispanotech.ca mailbox at least twice a week
  - Preparing for and participating in all Board Meetings
  - Making an effort to attend events we organize or sponsor
- Ensuring the operational continuity of your Committee and the association, by identifying and grooming your potential replacements, and making sure processes and procedures are documented and followed.
- Cooperating with the other Directors and Committees to fully leverage our capabilities and deliver a seamless experience for our Members.
- Immediately escalating to the Board of Directors any issues you become aware of that may have a negative impact on the association.
- Notifying the Board as early as possible if you feel you are, or will be, no longer able to effectively discharge your duties.

The **overall objectives** of the Committee you direct are:

- Ensure Hispanotech offers services that are relevant and valuable to our Members.
- Respond to all email or LinkedIn Member inquiries within 72 hours.
- Reach membership growth targets.
- Conduct our annual survey of our membership to identify or confirm needs, trends, or services required.
- Calculate and publish Net Promoter Score at least once a year.

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Your additional **specific goals for 2022** are as follows:

- Implement the Integrated Association Management System (iAMS), including:
  - Maximize the number of Members migrated from our legacy Mailchimp database that get activated in iAMS.
  - Work with other Committees to adopt iAMS' functionality in their processes and procedures.
  - Institute a Premium Membership level to recognize the contribution of Volunteers and Mentors.
  - Create an iAMS Operations Manual.
- Grow our membership by at least 20 net new registrations per month.
- Increase our number of first level LinkedIn connections by at least 40 per month.

Please sign below to indicate your understanding and acceptance of this Mandate Letter, or immediately communicate any questions or issues to Hispanotech's President and/or Secretary.

Thanks again for your commitment to help further Hispanotech's mission.  
Best regards,

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*Carlos Paz-Soldan, MBA*  
*President*  
*Hispanotech.ca*

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*Citlalli Ríos*  
*Director, Member Services*  
*Hispanotech.ca*