

Membership Communications and Outreach Committee Work Plan August 2016 – July 2017

Activities	Sub committee members
<p>Member Recruitment – Keep same for 2016-17</p> <ul style="list-style-type: none"> ● Membership drive <ul style="list-style-type: none"> ○ Maybe: Tribal Recruitment-focused subcommittee ○ Recruit non-public health nutritionists (aging, education) ○ Recruit student members ● Work to fill designee, FV Coordinators, and MCH liaison vacancies, follow up with potential members ● Goal setting for member recruitment numbers and diversity <ul style="list-style-type: none"> ○ Goal: 375 total members ○ Goal: 1 designees in every state 	<p>Terrell Brock <i>Kim La Croix</i> Carol Friesen Megan Hlavacek</p> <p>Allison McGuigan</p>
<p>Member Involvement – Keep Welcome Wagon on Work Plan but try to come up with other effective ways to get members involved.</p> <ul style="list-style-type: none"> ● Annual Member Awards (seasonal, Spring) – sub committee ● Welcome Wagon – committee members call new members to welcome to ASPHN – priority is new members and then designees. 	<p><i>Carol Friesen</i> Megan Hlavacek</p> <p>Allison McGuigan</p>
<p>Member Services</p> <ul style="list-style-type: none"> ● Modifying Membership Forms to include more “let’s network info” in Membership Directory like photo, state agency, primary funding source(s), topic areas/“ask me about...”—this could be something that is updated each year at Dues Payment time ● Member Profiles/Faces of ASPHN ● Start with Board Membership <ul style="list-style-type: none"> ○ Obesity Success Stories ○ MCH Success Stories ○ Leadership Develop / ASPHN Leaders in Action ○ Role and Value of PHN ○ Faces of ASPHN ○ Member Directory 	<p><i>Patrice Thomsen</i> Megan Hlavacek Allison McGuigan</p> <p>Sandy Perkins</p>
<p>Website Taskforce</p> <ul style="list-style-type: none"> ● Participate on and/or assist website taskforce as requested. ● Monitor website and report any concerns to the committee on monthly calls ● Make member directory more useful (based on information gathered on revised applications). <ul style="list-style-type: none"> ○ Provide support to website task force 	<p>Sarah Ginnetti <i>Carol Friesen</i> <i>Jill Lange</i> <i>Patrice Thomsen</i></p> <p>Cyndi Atterbury</p>
<p>Social Media Outreach Strategically use Facebook, Twitter and LinkedIN</p> <ul style="list-style-type: none"> ● Facebook ● Twitter ● LinkedIN ● Keep up to date on other social media methods ● Looking at internal vs external communication using social media ● Annually recruit a Social Media intern on board to manage the pages. ● Communication consultant review for suggestions for improvement. 	<p>Rebecca Leighton Sarah Ginnetti <i>Kim La Croix</i></p> <p>Janelle Clepper</p>

Create Awareness for the Role and Value of the Public Health Nutritionist <ul style="list-style-type: none">● Promote “See it, Say it, Share it” campaign (e.g. Sound bite campaign).● Expand upon other ways on how and to whom to promote.● Explore other opportunities to promote and create awareness	Terrell Brock Sarah Ginnetti Sandy Perkins
--	--