



**Association of State Public Health Nutritionists**

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## **POLICY AND PROCEDURE**

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**SUBJECT:** ASPHN Partnership Policy

**EFFECTIVE:** January 14, 2011

**REVISED:** 05/12/2017

**APPROVED:** 1/14/2011

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**PARTNERSHIP POLICY:** ASPHN will promote and actively seek partnerships that advance our mission, vision and values and, more specifically, that advance the goals outlined in our strategic plan. Partnerships can be with government agencies, including funders, and also with corporations and nonprofit organizations. Priority will be given to working with national organizations.

**Purpose of ASPHN Partnerships:** ASPHN partnerships expand our visibility, influence and effectiveness through networking, collaboration and coordination with organizations that have similar goals and priorities and/or seek to promote values consistent with ASPHN.

1. ASPHN liaisons are members who have volunteered to communicate ASPHN's mission, programs and activities to partner organizations and bring back to ASPHN information about emerging issues and campaigns, potential resources and funding opportunities. Through these partnerships, the liaisons communicate ASPHN's key messages, advocate for ASPHN's priority positions, identify funding opportunities for our members as well as for ASPHN and promote the role of public health nutritionists.
2. Evaluation of partnerships. Once a year, the ASPHN Collaboration Committee will evaluate the effectiveness of our partnerships and recommend any changes to the ASPHN Board of Directors. In evaluating a proposed, or new, partnership endeavor, our primary criteria are: 1) the consistency of the organization's mission, goals and activities with ASPHN's, and 2) the potential of the partnership to assist ASPHN in meeting the goals and priorities outlined in the ASPHN strategic plan. The Collaboration Committee should consider evaluating the list of current partnerships against the current list of ASPHN Priority Issues to determine if there are partnerships across the issues or if additional partnerships should be sought,

The Collaboration Committee will report all partnerships to the Board of Directors annually

3. Process to initiate and identify potential partnerships. At any time, any ASPHN member can suggest a potential partner organization. The Collaboration Committee will review all suggestions and make a recommendation to the Board of Directors in the form of a motion report. The Board will make a final decision on the proposed partnership. Requests for ASPHN representatives to serve on subcommittees and/or Councils of current partner organizations do not need to be reviewed by the Committee. However, the committee should be informed of these requests.

If the Committee receives a request that needs a response in a short timeframe, the Committee will evaluate the request with its Quick Response Policy, which is in item 7, below. Partnerships into which ASPHN consultants enter as part of their contract work will not go to the Collaboration Committee for its approval. Annually, consultants will provide the Collaboration Committee with an updated list of the organizations with which they partner.

4. Council partnerships. Partnerships that ASPHN Councils wish to initiate will be considered as partnerships with ASPHN and not solely with the Council. New partnerships proposed by a Council must go through the Collaboration Committee. Liaisons to the Council-initiated partnership will be members of the relevant Council and will be identified by the relevant Council. These liaisons will follow liaison responsibilities outlined below.
5. Implementing partnership policy. ASPHN's volunteer Liaison Corps is largely responsible for implementing this policy. As often as possible, the Board and the Collaboration Committee will recruit liaisons from the full membership to involve more members and develop new leaders.
6. Liaison responsibilities. The Collaboration Committee will provide liaisons with a description of the responsibilities specific to his or her role with the partner organization. A liaison's responsibilities include:
  - a. Serving as a representative of ASPHN and as the communication link between ASPHN and the partner organization.
  - b. Serving an initial two-year term, which may be renewed. The Collaboration Committee will ask each liaison if he/she would like to renew his/her term as part of our annual review of all partnerships.
  - c. Participating on conference calls, in working groups and on committees as appropriate with the liaison's partner organization.
  - d. Reporting to the Board whenever the liaison has news and information that would be of interest to the Board and the Association. Liaisons should submit a Board report at least once a year, by December 31. The report should include key activities, accomplishments, resources, funding opportunities, and emerging issues from the partner organization.
  - e. If there has been an extended period with no activity or information from the partner organization, the liaison should proactively contact the partner organization to determine if the group is still active/viable.
  - f. Participating in designated leader orientation activities, including orientation to the role of liaison.
  - g. Notifying the ASPHN consultant who supports the Collaboration Committee if their

collaboration ends, has stopped meeting, or changes significantly in scope, mission, or focus.

- h. Working with an ASPHN Consultant to communicate important information to ASPHN members, when appropriate, through email, the ASPHN website and the ASPHN newsletter.
  - i. Learning about and staying informed on ASPHN's key messages and priorities and communicating these to the partner organization.
  - j. Identifying ways to communicate ASPHN activities to the partner organization through their system of email, website and newsletter communications.
  - k. The Collaboration Committee will offer at least one opportunity per year to keep ASPHN liaisons current on the goals, objectives and priorities outlined in ASPHN's strategic plan, to share the key messages to communicate to each partner organization, and to discuss what and how to report back on partner activities and issues.
  - l. Liaisons are encouraged to participate in monthly ASPHN Board calls and meetings. By attending these calls and meetings, these liaisons can stay up to date on ASPHN activities and priorities.
7. Identifying and choosing liaisons. When a liaison position opens, the Collaboration Committee will send an email announcement to the full ASPHN membership asking for a volunteer. An ASPHN consultant will follow up with interested members to discuss the details of the liaison position. The ASPHN President will make the final decision to appoint the liaison. If the outgoing liaison is available, that person will orient the new liaison to the partner organization.
8. Quick Response Policy. If the Collaboration Committee receives a request from a new partner to participate in a committee or project that needs our response in a short timeframe, the Committee will follow these steps:
- a. The ASPHN Collaboration Committee consultant will email Committee members information about the proposed partnership. Members will be asked to review the information and give an up or down vote on moving forward with a tentative partnership. If possible, members will be asked to respond within one week. The consultant will also ask for a volunteer to complete our potential partnership review checklist in the event that most Committee members want to pursue the partnership.
  - b. If a majority of the Committee members want to pursue the partnership, we will consider the partnership tentative. The partnership can begin with a tentative liaison (if one is available) as long as ASPHN conveys to the partner organization that it is tentative until the Committee conducts its full review and the Board gives its approval.
  - c. A Committee member will learn more about the proposed project / organization and complete the checklist by the next Committee meeting, if possible, or by the following meeting if the timeframe is too short.
  - d. The Committee will review the checklist and make a recommendation to the Board in the form of a Motion Report. The Board will consider the recommendation at its next

meeting and decide whether to approve or not approve the partnership.

- e. If the Board approves the partnership, the ASPHN consultant will issue a call for a liaison. The call may be to the ASPHN membership through the newsletter or directly to a person or persons, if the requirements for a liaison are specific.