

## Membership Communication and Outreach Committee Workplan August 2020 to July 2021

Purpose: The Membership Communication and Outreach Committee provides guidance regarding communications to ASPHN membership and partners, works to involve members in ASPHN’s programs, shares opportunities for members to increase skills and knowledge, and provides outreach to identify and recruit new members and designees.

Goal: To recruit membership, recruit designees, support outreach, and support membership communication.

**ASPHN**

**Vision:** Healthy eating and active living for everyone.

**Mission:** To strengthen nutrition policy, programs and environments for all people through development of public health nutrition leaders and collective action of members nationwide.

**Selected Strategic Plan Priorities:**

**Membership Engagement Strategy A:** Design a targeted recruitment campaign to attract new members in two audiences – students and early-in-career professionals.

**Membership Engagement Strategy B:** Explore possibilities for tying ASPHN membership to public health nutrition institutions, including graduate public health nutrition programs, federal public health nutrition funding, and public health nutrition-based dietetic internship programs.

*Low, Medium, or High priority is designated for each activity. A few are yet to be determined.*

*Likely funding source is included to guide the Committee in decision making. If membership effort is required, it is noted.*

	<u>WIC Funded RDs/ Nutritionists</u>	<u>Designees and Membership</u>	<u>Faculty and Students</u>	<u>Communication</u>
Objectives	a. Increase awareness of ASPHN and public health nutrition.	<ol style="list-style-type: none"> <li>1. Increase total membership to 650 members.</li> <li>2. Maintain or increase the number of state designees at 37 or more.</li> <li>3. Retain 85% of the associate membership who were members in 2020.</li> </ol>	<ol style="list-style-type: none"> <li>1. Contact at least 8 new public health nutrition-based graduate programs to inform them about ASPHN.</li> <li>2. Assist Governance Committee with recruitment of a student board member.</li> </ol>	<ol style="list-style-type: none"> <li>1. Take action on information from new member report completed in 2020.</li> </ol>

	<u>WIC Funded RDs/ Nutritionists</u>	<u>Designees and Membership</u>	<u>Faculty and Students</u>	<u>Communication</u>
<b>Activities</b>	<p>a. Encourage local RDs and 4-year nutritionists to obtain PHN certificate through the Academy. Five 2-hour modules cost \$120 for Academy members and \$279 for non-members. Add information to the WIC-specific webpage. <b><u>Priority: High</u></b> <b><u>Notes: Allison will add to webpage when created</u></b></p> <p>b. Create information for newsletters that highlight available resources for members. <b><u>Priority: High</u></b> <b><u>Notes:</u></b></p>	<p>a. Update membership documents and website as appropriate to reflect bylaw changes for membership category names. <b><u>Priority: High</u></b> <b><u>Notes:</u></b></p> <p>b. Committee members and Allison will continue to work on gaining designees. <b><u>Priority: High</u></b> <b><u>Notes: CDC funds - ongoing</u></b></p> <p>c. Committee members and Allison will work to increase the number of associate members. <b><u>Priority: High</u></b> <b><u>Notes:</u></b></p> <p>d. Carol F and Meghan H will continue to welcome new membership to ASPHN. <b><u>Priority: High</u></b> <b><u>Notes: ongoing</u></b></p>	<p>a. Ensure at least 8 new faculty from public health nutrition-based graduate programs know about ASPHN. <b><u>Priority: Medium</u></b> <b><u>Notes:</u></b></p> <p>b. Ensure at least 8 new public health nutrition-based graduate program students know about ASPHN and receive information about applying for the student board position. <b><u>Priority: High</u></b> <b><u>Notes:</u></b></p>	<p>a. Revise ASPHN Communications Guidelines annually. <b><u>Priority: High.</u></b> <b><u>Notes:</u></b></p> <p>b. Review website so it is easier to navigate; focus on areas for webinars and educational opportunities. <b><u>Priority: Medium</u></b> <b><u>Notes:</u></b></p> <p>c. Include “tip of the month” blurbs in the ASPHN newsletter to remind members how to find information on the website (i.e. member directory, how to sort the directory and scheduled meetings). <b><u>Priority: Medium</u></b> <b><u>Notes:</u></b></p> <p>d. Contact Council Chairs and determine how MC&amp;O can assist with a mentor or buddy system for new members. <b><u>Priority: Medium</u></b> <b><u>Notes:</u></b></p>