

Membership Communication and Outreach Committee Workplan August 2021 to July 2022

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 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.

Membership Engagement Strategy C: Internally promote ASPHN, its value, and its offerings and opportunities to members.

Membership Engagement Strategy F: Design an outreach strategy to keep retired PHN professionals engaged in ASPHN.

Membership Engagement Strategy H: Recognize excellence in public health nutrition and in ASPHN.

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"> 1. Increase total membership to 725 members. 2. Maintain or increase the number of appointed members at 40 by increasing outreach to states 3. Maintain at least 85% of the associatemembership category from 2020-2021. 	<ol style="list-style-type: none"> 1. Contact at least 6-8 public health nutrition-based graduate programs to inform them about ASPHN. 2. Assist Governance Committee with annual recruitment and approval of a student board member. 	<ol style="list-style-type: none"> 1. Give input and help finalize newly-revised MC&O Committee page at https://asphn.org/communication-outreach-committee/

	<u>WIC Funded RDs/ Nutritionists</u>	<u>Designees and Membership</u>	<u>Faculty and Students</u>	<u>Communication</u>
Activities	<p>a. Promote ASPHN's Public Health Nutritionists Hall of Fame by recruiting members to apply and promote to our membership. <u>Priority: High</u> <u>Notes:</u> Work with Growing ASPHN Leaders Program and HEI students to apply for hall of fame.</p>	<p>a. Committee members and Allison will continue to work on gaining appointed members. <u>Priority: High</u> <u>Notes:</u> CDC funds - ongoing</p> <p>b. Committee members and Allison will work to increase the number of associate and general members. <u>Priority: High</u> <u>Notes:</u></p> <p>c. Committee members will work to promote the MC&O Committee and recruit new members <u>Priority: Medium</u> <u>Notes:</u></p> <p>d. Develop an outreach strategy to engage retired PHN professionals to connect with and mentor others. <u>Priority: High</u> <u>Notes:</u> Alumni spotlight</p>	<p>a. Conduct outreach to at least 6-8 faculty from public health nutrition-based graduate programs about ASPHN membership and benefits for both students and educators as well as information about applying for the student board position. <u>Priority: High</u> <u>Notes:</u></p> <p>b. Develop a strategy to equip ASPHN members to reach out to graduate programs. <u>Priority: Medium</u> <u>Notes:</u> Possibly create a toolkit or power point presentation</p>	<p>a. Revise ASPHN Communications Guidelines annually. <u>Priority: High.</u> <u>Notes:</u></p> <p>b. Continue to work with Councils and Committees to better organize their webpages and postings on their webpages. Develop guidelines for naming webinars and trainings and update the webpage. <u>Priority: Medium</u> <u>Notes:</u> The Committee's involvement will depend on Lourde's involvement/responsibilities with this</p> <p>c. Include "tip of the month" blurbs in the ASPHN newsletter to remind members how to find information on the website. <u>Priority: Medium</u> <u>Notes:</u></p> <p>d. Contact experienced ASPHN members to participate in a buddy system for new members <u>Priority: Medium</u> <u>Notes:</u></p>