

Membership Communication and Outreach Committee Workplan August 2023 to July 2025

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 appointed members, support outreach, and support membership communication.

Selected Strategic Plan Priorities:

Membership Engagement Strategy A, C & D

Collaboration Strategy D

Career Development Strategy A, B & C

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

ASPHN

Vision: All people live in thriving and resilient communities supported by sustainable food systems.

Mission: To improve public health by creating and strengthening equitable nutrition policies, systems, environments, and programs for all people through development of diverse public health nutrition leaders and collective action of members nationwide.

	Membership Engagement	Professional Development	Career Development	Communication
Objectives	<ol style="list-style-type: none"> Increase total membership to 885 members. Increase the proportion of members who report active engagement with ASPHN from 70.6% to 75.6%. Increase the proportion of members who report that their engagement with ASPHN has helped them do their job better from 82% to 85% Reach out to 5 MSI’s and HBCU’s to encourage membership. 	<ol style="list-style-type: none"> Increase the number of PHN Hall of Fame applications to 2 per year through Committee recruitment. 	<ol style="list-style-type: none"> Provide 1-2 opportunities annually for students to connect with other students and/or with career professionals. Increase to 95% the proportion of attendees who report the student networking session increased their knowledge of PHN. Contact at least 6-8 public health nutrition-based graduate programs to inform them about ASPHN. If requested, assist the Governance Committee with annual recruitment and approval of a student board member. 	<ol style="list-style-type: none"> Improve communication between ASPHN and the membership by providing communication at least 10 times a year.

	Membership Engagement	Professional Development	Career Development	Communication
Activities	<p>a. Increase ASPHN membership diversity by reaching out to MSI's and HBCU's for student recruitment. Priority: High Notes: North Carolina A&T State Univ, Tuskegee Univ, Florida A&M Univ, Hampton, Howard, Fort Valley State University</p> <p>b. Foster active engagement of members and leaders by promoting councils, committees, the Annual Meeting, and other ASPHN programs, trainings, and webinars. Promote other engagement activities including the Welcome Buddy System, New Member Orientation (live/module), Student Networking Sessions, and Tip of the Month ASPHN newsletter articles. Priority: Medium Notes:</p> <p>c. Committee Chair will attend the New Member Orientation to recruit members to the Committee. Priority: High Notes:</p> <p>d. Committee members will</p>	<p>a. Promote ASPHN's Public Health Nutritionists Hall of Fame by recruiting diverse members to apply to the Hall of Fame. Promote the Hall of Fame to our membership. Priority: High Notes:</p> <p>b. Promote PHN Hall of Fame to employers, graduate program administrators, faculty and other decision makers to recruit members to nominate or apply for the Hall of Fame. Priority: Medium Notes: Reach out to cooperative extension programs; recruit for the member spotlight</p>	<p>a. Expand experiential learning opportunities for students within ASPHN. A member of the Committee will work with the Student Engagement Ad-hoc work group. Priority: High Notes:</p> <p>b. Provide learning opportunities for students. Conduct a student networking session 1-2 times a year. Priority: High Notes:</p> <p>c. Conduct outreach to at least 6-8 faculty from public health nutrition-based graduate and/or undergraduate programs about ASPHN membership and benefits for both students and educators as well as information about applying for the student board position. Develop a strategy to equip committee members to conduct this outreach. Priority: Medium Note: Update letter to include expectations of students and welcome buddy information</p>	<p>a. Continue to work with Councils and Committees to better organize their webpages and postings on their webpages. Provide input on how to organize webinars and trainings that are listed and update the webpage. Priority: Medium Notes:</p> <p>b. Provide 10 "tip of the month" blurbs in the ASPHN newsletter to remind members how to find information on the website. Priority: High Notes:</p> <p>c. Contact experienced ASPHN members to participate in a buddy system for new members. Priority: Medium Notes:</p>

promote the MC&O Committee and recruit new members, including students.

Priority: High

Notes:

- e. Promote the retired membership category several times a year.

Priority: Medium

Notes: