

## Membership Subcommittee 8/17/09

Burt Wilcke, Heidi Klein, Penrose Jackson, Bob Costatino, Audra Jenkins

### Display

Board members like the revised version. Some suggestions for photo images to include:

- Exercise/outdoor
- One inoculation
- Drinking water fountain – safe water
- Beach swimming
- Family and kids – diversity of age, gender, race
- Not medical/doctor

*Action:* **Heidi** will follow up with Tami  
Heidi to bring to PPNNE conference on Sept. 10<sup>th</sup>

### Membership Cards

- Cards are ready but there is no easy way to individually print information – Audra will handwrite
- Send out with letter from Debbie – thanks for renewal, here's your card, reminder for renewal, recommendation for others to contact

*Action:* **Heidi** will draft letter for Debbie  
**Audra** will send to members as they renew once letter approved

### New Member Recruitment

#### *Process*

- Create list of prospective members
- Audra to bring lists to next board meeting for first review by all;
- Identify someone on board to contact prospective member re: join/renew
- Each board meeting review status, assign Board member to make personal contact, and update list
- Add to “thanks for joining” letter request for others to contact for membership

#### *Prospective members:*

- Mildly interested (expressed interest previously but not member)
- APHA members but not VtPHA member
- Past members needing renewal
- Health department – ask Sally to consider best strategy

*Action:* **Audra** to compile lists with Bob's assistance  
**Burt** to put on agenda for next full Board meeting

### Member Survey: Follow Up Communication w/Members

We need to send a follow up note to members regarding the results of the member survey and the actions that the board is taking:

- Regular and consistent emails – quarterly to begin and may increase

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- Presence at professional meetings – co-sponsor PPNNE and worksite wellness – send us other ideas and requests
- Access to membership directory when join and via “members only site”
- Enhancing website, please send ideas

*Action:* **Burt** to draft letter to send out – consider part of the October quarterly?

### **Proposal to Board re: fees for organizational members**

- Goal = increase organizational representation and swell organizational ranks
- Proposal = fee \$100 and 4 membership slots
- Organization = allow flexibility

*Action:* **Audra** to contact Elizabeth Coate, VT AHEC, to offer 3 additional slots for organizational member

**Bob** to resurrect list of organizations for networking list and consider as potential members for joining VtPHA; Bob to follow up with Audra

**Board meeting** to consider recommendation

### **Communications with Members**

We discussed the various types of information we might want to share with our members and the different communications methods to employ. Following are recent examples and the recommended methods:

#### **Co-sponsoring the governor health and fitness – Board issue**

- Decision making request (versus general information) needs Board approval first
- Once signed on then communicate to all members by posting on VtPHA website and including in the quarterly update (see below)
  - Audra to forward to full Board
  - Board to decide
  - Audra to send to Jen for posting on website

#### **Messages from APHA**

- **Regular legislative and monthly updates** – should be a standard item on VtPHA by creating a link on our website for easy access/separate section;
  - Jen to access APHA updates and post monthly on VtPHA website
  - Keep two months of updates on-line; remove at third month
- **Action alerts** – send out automatically via email immediately to all VtPHA
  - Penrose and Bob will send to Audra
  - Audra will email to all active members
  - Do not post on website

#### **VtPHA Quarterly Updates**

##### ***Process:***

- Board members determine whose turn it is at the board meeting –

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- To be sent out Oct, Jan, April, July to sent by email to existing members and allies
- posted on website and removed after one year

### *Content:*

- Recent actions by VtPHA – alerts, co-sponsors, hosting event
- What’s happening in public health in VT
- News clips with link to more information
- Upcoming events or of-note
- Requests to our members

### **Membership-Only Section on Website**

Jen joined us to discuss the possibility of and logistics related to setting up a members-only section on the website:

- Need to set up user name and password for each member
- Give Jen the name and number in excel spreadsheet and she can easily
- VtPHA member and number to remain constant and then change on an annualized basis

Content for members-only:

- Membership list
- Calendar of events—can use Google calendar for scheduling; sign up for new account, we maintain, Jen sets up link, logo and log in
- Other?

*Action:* **Board** discussion of items for inclusion on this part of the site  
**Jen** can give Audra access to our stats (hits by month, etc.)

### **On-Line Membership Renewal**

- Would need merchant account for quickbooks, bank, credit card
- Print out personalized information – could add to members only site w/preprint

*Action:* needs more discussion

### **Follow up with Jen**

- Discuss website organization
- Finish discussion of on-line registration
- Finish discussion of members-only section
- Schedule in mid-Sept. w/Audra, Heidi, Bob, Burt and Jen

*Action:* **Heidi** to send doodle calendar

### **PPNNE conference**

Heidi met with Heather Weinstock from PPNNE and Jess Wilson from CCTV to discuss the taping of the Sept. 10<sup>th</sup> conference “A Critical Link: Women’s Health and the Environment.” Jess is preparing an estimate for recording the whole day plus a few

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special interviews with the speakers. All produced materials will note that PPNNE convened the conference and VtPHA provided sponsorship/funding for the recordings. We will have full access to put on our website and use for future educational purposes.