**NYSPHA Membership/Communications Committee**

Meeting Agenda and Notes

January 14th 2022, 11:00a-12:00p

Zoom Link: <https://albany.zoom.us/j/99479632769>

Committee Members: Brianna Maher, Joelle Monaco, Katie Connors, Gus Birkhead, Missy LaBate, Laura Agnew, Jennifer Speenburgh, Wajiha Moen, Kavitha Das, Kim Bank, Shannon Hastings, Robert Furlani, Chrystal Johnson, Dawn Bleyenburg, Brett Harris, Shea Kelly, Martha Ryan, Daniel Calder, Erin Sinisgalli, Alejandra Puerta, Jamie Zelig, Kisha Roberts, Kimberly McKee

Attendees:

Absent:

**Standing Items**

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| Item | Notes | Action Items & Person Responsible |
| 1. Roll Call 2. Individual Updates & Check-In |  |  |
| 1. Membership Status | * 551 active members 68.9% to goal (800 by 2025):   + Lifetime: 6   + Individual: 117   + Early Career: 38   + Organizational: 94   + College/Universities: 172   + Student: 89   + Group: 31   From last month there was a 2% increase, and we’ve seen an increase over the past few months. |  |

**New Discussion Items/Updates**

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| Item | Notes | Action Items & Person Responsible |
| Membership costs | * Discuss proposed [membership due changes](https://livealbany.sharepoint.com/:x:/s/GRP-memcommcommittee/EXLUyRYTKfxLqJf90jrzg-QBusYbB3YtZ0_MGWggFNBLHg?e=PGClj4) |  |
| College work | * Laura to serve as College Lead for this committee (yay!) * Discuss ideas for increasing student retainment, very few student members have stayed on as NYSPHA members | Laura |
| Welcome Email | Follow up discussion   * How is the process going so far? * Suggestion from Board member- committee meeting time and only include contact info   Other idea   * Similar email for those who did not renew within 14 days, more focused on promoting benefits |  |
| Communications and marketing update | * [Communications plan](https://livealbany.sharepoint.com/:w:/r/sites/GRP-memcommcommittee/Shared%20Documents/3-%20Communications%20and%20Marketing/Communications%20Plan/2018%20Communications%20Plan_NYSPHA.doc?d=w5982270fc87540aeab6703d3d22ca5ff&csf=1&web=1&e=kpFf8m) * Monthly Newsletter;   + - 47% open rate and 12% clicks     - Events highest click * Submission process; <https://form.jotform.com/213083483754156>   + **Ask**: Volunteer who can assist with editing content submissions. * Hootsuite; communication calendar from newsletter content; this plan will include annual days of recognition and screening days that we would like to highlight.   + Is there anything that takes place monthly that we would want to consider posting or sharing?   + Submission process; <https://form.jotform.com/213083483754156>   Working on the analytics from social media accounts.   * Link Tree – Laura * Website update; in progress | Joelle, All  Laura |
| New Directions Work | * Discuss Next Steps * [APHA presentation](https://livealbany.sharepoint.com/:p:/s/GRP-memcommcommittee/EZuG39rqJvRCtU8xM1ymVG4B6gUc2iMemlrDh6QgSTpAYA?e=uaMIdL)- review high-level results (if time permits) | Brett, Alejandra, Brianna |
| General NYSPHA Updates | * Upcoming Webinars- November   + [Health is what we don’t have! A Systemic Approach to Address the Harm of Social Determinants of Health](https://www.nyspha.org/event-4468166) |  |

**Review of Previous Items**

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| Item | Notes | Action Items & Person Responsible |
| Membership Costs | * Review [APHA Affiliates membership dues](https://livealbany.sharepoint.com/:x:/r/sites/GRP-memcommcommittee/Shared%20Documents/1-%20Increasing%20Membership%20(new%20members)/2021%20Affiliate%20member%20dues%20workbook.xlsx?d=w548504c9ea67458692c69b2bac6c3cf1&csf=1&web=1&e=pvGiAl) * How do we compare to others? |  |
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* **Next meeting**
  + Thursday, February 10th, 11:00am-12:00pm

\* Shared Files

* [View committee shared files here](https://livealbany.sharepoint.com/sites/GRP-memcommcommittee/Shared%20Documents/Forms/AllItems.aspx)