

2023 Committee on Membership Annual Report

Purpose and Members

The Committee on Membership (COM) advises and works with the APHA Membership Department on efforts to recruit, engage, and retain APHA membership. The COM consists of Membership Chairs of each Section and SPIG and three members of the Council of Affiliates. Member unit Chairs, Chairs-elect, and Student Liaisons are also invited to participate in the meetings. During 2023, the committee met virtually once a quarter and will meet once in-person at the 2023 Annual Meeting.

Chair – Suparna Navale

Staff – Nancy Sherwood, Marsha Brome-Wimberly

Goals and Accomplishments

1) *Engage COM members*

- Units invited student liaisons to participate in their unit's Membership Committee. Student liaisons often represented their units during meetings, as well as reporting activities in their unit for students.
- Members were asked to share best practices/success stories during each meeting, including but not limited to, the following topics: elections, succession planning, student committee, new member engagement, awards, fundraising, policy development, policy review, newsletter, webinars, abstract review, Annual Meeting programming, and using LEAD.
- Units implemented new and creative ways to engage their members throughout the year, such as virtual meet-and-greets with leadership, student scholarships and mentoring programs, and finding creative ways to use APHA LEAD.
- APHA staff shared upcoming webinars so member units could disseminate to their members.

2) *Share APHA Your Way plan*

- Members were presented with periodic updates from Demond McWilliams regarding the 5 committees involved with APHA Your Way and the work being done in each committee.
- Members were provided with trainings for APHA LEAD, such as Mentor Match and downloading member lists.

3) *Develop membership toolkit*

- Based on past discussions, a toolkit is needed to better recruit, retain, and engage APHA members. The components of the toolkit are still in development but will include topics such as a copies of APHA Membership Services emails to new members, creating a membership committee, new member welcome letter templates,

lapsed member letter templates, APHA member resources, creating a student committee, and best practices.

4) *Update bylaws description*

- Chair submitted bylaw updates to the Committee on Bylaws. The proposed updates were:
 - 1) Formally having each Section/SPIG appoint the Chair, Chair-elect, Membership Chair, and Student Liaison as permanent members of the COM, with at least one representative attending each quarterly meeting.
 - 2) Formally appointing three representatives from the Council of Affiliates for three-year terms with staggered terms.
 - 3) Formally appointing an Executive Board representative to the COM for a one-year term.
 - 4) Limiting the term of the Chair to two-year terms, with two consecutive terms.
- The Committee on Bylaws did not approve the proposed updates due to sustainability of appointments. However, the COM will continue to invite all the above positions and representatives to meetings.

Next Steps

- Work with Intersectional Council, Council of Affiliates, and APHA staff to create a list and virtual repository of best practices to be shared across all member groups.
- Create membership toolkit.
- Continue engagement on APHA LEAD.

The Chair would like to thank the APHA staff, COM members, and invited guests for all their hard work in recruiting, retaining, and engaging APHA members during this past year. This committee would not exist if it was not for its members and the members of APHA!

Submitted by Suparna Navale, PhD, MS, MPH, Chair of Committee on Membership