

## 2021 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 and Chairs-elect and the Chair of the Executive Board Membership Committee are also invited to participate in the meetings. During 2021, the committee met virtually once a quarter and will meet once virtually at the Annual Meeting.

Chair – Suparna Navale

Staff – Nancy Sherwood, Marsha Brome-Wimberly

### Goals and Accomplishments

#### 1) *Engage COM members*

- Units were encouraged to invite 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.
- Units were surveyed regarding their communications and media activities. Questions asked about primary email platform, frequency of emails, social media presence and frequency of posts, and methods of welcoming new members and reaching out to lapsed members. This survey informed APHA staff and committee leadership on how best to assist the units.
- Members of the committee were asked to provide feedback on Zoom backgrounds, which were personalized for each member unit with the APHA and their unit logo and shared. Additionally, an APHA PowerPoint template was shared with units.

#### 2) *Share best practices*

- 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.
- Despite the COVID-19 pandemic, units implemented new and creative ways to engage their members throughout the year, such as virtual meet-and-greets with leadership, student
- This exercise provided the reasoning behind creating a robust membership toolkit with a repository for best practices.

#### 3) *Share MUEEP findings*

- Members were presented with Brighter Strategies' recommendations for the Member Unit Effectiveness and Engagement Project, now known as APHA Your Way. The

presentation given at the Governing Council Mid-Year meeting was shared and discussed. Demond McWilliams provided an update and next steps at the August quarterly call.

4) *Continue partnership with the Executive Board Membership Committee*

- Jeanie Holt, Chair of the EBMC, joined the quarterly calls and gave updates on the committee's work. She shared information about the student bulk program, the assessment, and the final report to the Governing Council.

5) *Develop membership toolkit*

- Based on the discussions from this year, it became evident that a toolkit to better recruit, retain, and engage members is necessary. The components of the toolkit are still in development but will include topics such as a calendar of member list dissemination, 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.

## Next Steps

- Encourage newly elected student liaisons to be included in unit's Membership Committee.
- 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.

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 difficult time. This committee would not exist if it was not for its members and the members of APHA!

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