

2022 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 2022, the committee met virtually once a quarter and will meet once in-person at the 2022 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.
- 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.
- 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.
- Members were asked to recommend any potential contacts that may be interested in the School-Sponsored Student Membership Program.
- Members were asked to beta test APHA LEAD prior to its launch.

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 a demo of the Higher Logic platform for APHA LEAD and its functionalities prior to launch.

3) *Continue partnership with the Executive Board Membership Committee (EBMC)*

- Due to the temporary discontinuation of the EBMC, we did not have a representative for most of the year. However, recently Moose Alperin was appointed as the representative to the Committee.

4) *Develop membership toolkit*

- Based on the discussions from the past two years, a toolkit is needed to better recruit, retain, and engage members. 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

- Update the Bylaws to expand the current membership of the Committee to formally include Chairs, Chairs-elect, and Student Liaisons.
- 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.
- Increase 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 difficult time. 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