APHA Governing Council
Session I

10.0 APHA Your Way (formerly MUEEP) Implementation Update

Kaye Bender, PhD, RN, FAAN
President-Elect
APHA YOUR WAY

Why the name change?

• More clearly identifies the aim of the project- To better meet member needs and the needs of the overall public health community both now and in the future

• Emphasizes participation and benefits of membership — We want members to help us make APHA better!

• It’s easier to say
Reminder of our priorities

MARCH 2021- After 1+ year of data collection, Brighter Strategies issues recommendations across 6 areas:
Communications and Information Technology
Volunteer Leadership
Measurement and Rewards
Member Growth and Development
Member Engagement
Member Unit Structure.

MAY 2021- The Executive Board prioritized, based on feasibility and impact, Brighter Strategies recommendations. The top priorities are:
Replace APHA Connect
Integrate Data Systems
Create a structured process to onboard new members
Connect members to mentors
Rewarded member unit for promoting the vision and mission of APHA.
Diversify “rewards.”
Educate members about who their leaders are and what they do.
Have a specific staff position established to direct and guide new members.
APHA YOUR WAY

Making the Case for Change

Goal: Create a proactive communication and outreach plan that speaks to multiple audiences (APHA staff, volunteer leaders, members)

Strategy:

- Having the website serve as a repository for all information
- Using other tools to direct members back to the website
- Establish clear messaging at the APHA Annual Meeting and Expo

Progress:

- Rebranding to APHA Your Way
- Updated website so it is easier to find information
- Annual meeting messaging

Next steps:

- Collaborate with the committees to identify and communicate progress

Find out more at https://apha.org/apha-your-way
Educate and Establish Internal Champions for Change & Facilitate a Strategy that Supports the Desired Change

5 committees were formed to implement the 10+ priority recommendations identified by APHA, shortlisted from the Member Unit Effectiveness and Engagement Project final recommendations report.
Making the Case for Change

**Implementation Activities to Date:** 3 of 5 committees have begun meeting to implement the priority recommendations identified by the Board

- Data Systems and IT
- Mentoring
- New member onboarding

The remaining two committees are:
- Leadership Transition and Engagement
- Measurements and Rewards
Committee 1: Updating APHA’s Data Systems and Technology

Objectives

• Replace APHA Connect & create an easily accessible landing page for APHA members

• Integration of the several data systems that hold a variety of information about members and their engagement

• Streamline other technology tools, so APHA is more efficient
Committee 1: Updating APHA’s Data Systems and Technology

Progress to date

• Assessed strengths and weakness of current tech tools
• Set objective for new platform:
  – Creates a better user experience for members
  – Increases integration across technology tools
  – Creates a better user experience for staff/increases automation
• Set priorities for new platform features:
  – Integration with iMIS to pull member profiles, including community/section selection and registration with a seamless transition.
  – Capability to create a searchable member directory including fields such as member interests, expertise and to facilitate member-to-member connection and collaboration.
  – Capacity to ensure different portals have different levels of security
• Hired outside IT consulting firm, Delcor, to assist in finding and utilizing best platform
Committee 1: Updating APHA’s Data Systems and Technology

Next Steps

• Identify, with Delcor’s help, the right combinations of technologies- both the broader tools and specific features.

• Provide guidance on the selection of remaining tools.
Committee 2: Mentoring

Objectives:

- Develop a comprehensive approach to mentoring
- Offer more speed mentoring

Progress to date:

- Identified what types of mentoring programs are priorities for APHA?
  - Group/cohort mentoring
  - One time learning opportunity
  - Speed mentoring
  - Traditional 1:1 mentoring where a senior professional mentors a junior.
Committee 2: Mentoring

Next Steps:

• Share priority types of mentoring program with technology committee to inform tool selection.

• Articulate a specific structure around the three types of mentoring programs, fleshing out what it would look like and how we would support it.

• Conduct a focus group with members to reflect on the draft program ideas and gain their feedback.

• Conduct a survey with members to better understand the demand from mentors and interest from mentees on specific program elements.
Committee 3: New member onboarding

Objectives:
- Improve the Onboarding Process for New Members to help them find APHA’s value quickly and remain engaged.
- Ensure the information on each unit, subunit, strategic goals, and activities, and how to get involved is readily available to both current and new members.

Progress to date: Identified strategies and tactic to improve onboard including:
- Varying and personalize all communications with members with clear, customizable steps of how to engage
- Improving and streamline information about APHA membership and value
- More clearly communicate section/member unit information
Committee 3: New member onboarding

Next Steps:

- Solicit feedback on potential ideas to improve onboarding including, but not limited to:
  - Video meetings and webinars; “Meet the Section” series
  - Swag bags
  - Better articulate different types of membership
  - Customized emails based on identified interest
  - A “buddy system” to help new members navigate the annual meeting
  - Give all leaders clear instructions on new member engagement steps to create more consistency across member units
- Create a system to ensure collection and analytics on key member interest data
- Establish staff and volunteer capacity
Annual Meeting- Learn more and get involved

• Check out our updated webpage for updates and ways to get involved- [https://apha.org/About-APHA/Governance/MUEEP](https://apha.org/About-APHA/Governance/MUEEP)
  • Stickers across the Convention Center on charging stations advertising the project with QR codes linking webpage
• Visit the Membership Booth for a 1 pager on the project to share with your Section memberships
• Attend the virtual Leadership Roundtable session (247.0) on 10/24 from 3:30-5:30PM MT to provide your feedback on best practices for onboarding new members and proposed mentoring program design
QUESTIONS?