

# **APHA Governing Council Session I**

## **10.0 APHA Your Way (formerly MUEEP) Implementation Update**

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## 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.

# 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:**

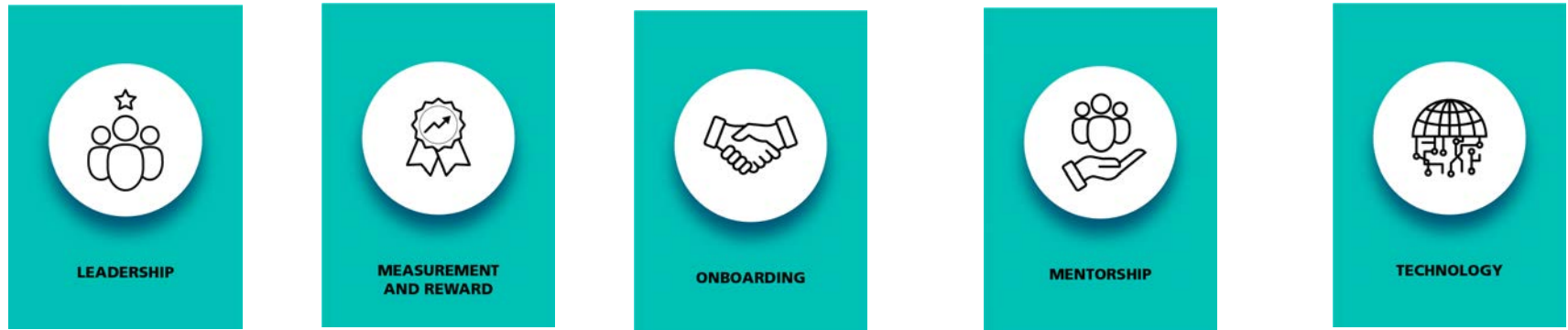
- Rebranding to APHA Your Way
- Updated website so it is easier to find information
- Annual meeting messaging

**Next steps:**

- Collaborate with the committees to identify and communicate progress



## 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>
  - 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?