

XI. APHA Your Way Update

June 13, 2022

Kaye Bender, PhD, RN, FAAN- President



Making the Case for Change

Goals:

1. Create a proactive communication and outreach plan that speaks to multiple audiences (APHA staff, volunteer leaders, members)
2. Educate and establish internal champions for change & facilitate a strategy that supports the desired change

Making the Case for Change (cont)

Communications:

Communications focused staff is regularly coordinating on a communications strategy to ensure communications are strategic and timely.

- Article planned for Nation's Health on new online community platform APHA LEAD
- Website updated with focus on most recent progress-
<https://apha.org/apha-your-way>

Committees

1. Data Systems and IT
2. Mentoring
3. Onboarding New Members
4. Leadership Transitions and Engagement
5. Measurement and Rewards

Committee 1: Updating APHA's Data Systems and Technology

Objectives:

1. Replace APHA Connect with a more user-friendly tool and create an easily accessible landing page for APHA members
2. Integration of several data systems that hold a variety of information about members and their engagement
3. Streamline other technology tools, so we are more efficient

Objectives for New Online Community Platform

Driving the selection of a new online community platform, are three major goals. APHA sought a solution that:

1. Creates a better user experience for members
2. Increases integration across technology tools
3. Creates a better user experience for staff/increases automation

Progress to date towards replacing APHA Connect with APHA LEAD

1. Higher Logic selected and new APHA LEAD platform set to launch this summer
 1. Migrate data from APHA Connect
 2. Integrate with IMIS
 3. Create seed content for new “communities” (each APHA unit to have a community)
 4. Conduct beta testing
 5. Train staff and leaders
 1. **Community Admins Invited to Training on June 15, 2022 at 2PM ET-** In this webinar for section leaders, registrants will learn how to use the new APHA LEAD platform to increase engagement among section members
 6. Prepare mobile app
2. Communications committee formed to focus on the launch
3. Hired new staff member, Sebastian Padrino, to help manage new platform

Features of APHA LEAD

APHA LEAD has:

- **User-friendly functionality** and layout,
- A **mobile app**, making it easier to connect and join the discussion,
- The ability to sign up for APHA activities through a **streamlined events calendar**
- A **mentoring and volunteer module** (Phase 2)
- A new **expert directory**, making it easier than ever to network. (Phase 2)

Committee 1: Mentoring

Objectives:

1. Develop a comprehensive approach to connecting members with mentors
2. Offer more speed mentoring programs throughout the year

New Distinguished Leaders Mentoring Series

APHA is giving you guest lectures with something extra: personalized advice from the top names in public health.

- Face-to-face time with some of the luminaries of public health.
- Small groups meet with public health champions to learn about the mentor's career path and ask questions about their own.
 - Inaugural session was held April 26th- Public Health is Where You Are Featuring Durrell J. Fox
 - **Next session will be June 28th at 4PM ET and feature Emily Holubowich, Vice President, Federal Advocacy, American Heart Association**
 - Find the link to register at [APHA.org/APHA-YOUR-WAY](https://www.apha.org/APHA-YOUR-WAY), limited space available with priority given to Students and ECPs

Additional upcoming mentoring initiatives

1. Cohort-style mentoring- creates a longer-term relationship, both with the mentor and peers, and more learning. Focus on a particular topic of interest or skill
2. Speed mentoring
3. Traditional 1:1 mentoring- Mentoring Match within APHA LEAD launching in late summer/fall

Committee 3: Onboarding New Members

Objectives:

1. Have a specific staff position established to direct and guide new members
2. Create a structured process to onboard new members focusing on navigating APHA and getting value out of their membership
3. Ensure information on each unit and its strategic goals, activities and ways to get involved are available to all members

New member webinar redesign and survey launch

- Newly designed membership webinar to be held quarterly designed to help new members get engaged quickly! (More experienced members are welcome, too).
 - 1st webinar held March 15- nearly 200 registrants and approx. 80 attendees
 - Next webinar schedule June 29th at 3PM- Register now at <https://apha.zoom.us/meeting/register/tJ0odO6qqDgsHdUfE2nitFrbmB1t7rHxau4>
- Membership survey launched June 2nd. Closes June 17th, so complete today at <https://www.surveymonkey.com/r/8C2ZHTQ>
- Further initiatives dependent on capacity and staffing proposed for FY23

Committee 4: Leadership Transition and Engagement

Objectives:

1. Create a transfer of knowledge process between outgoing and incoming leaders.
2. Create a clear and transparent process to help elected leaders step down if needed
3. Provide more targeted leadership training
4. Educate members on who their leaders are and what they do. Offer more opportunities to engage with leaders
5. Provide more information about potential leaders in elections

New leadership handbook and trainings

- ISC has reviewed and provided input on the components of the new leadership handbook and drafting is under way
- Additional leadership training now available! (monthly training sessions)

Committee 5 and Overall Project Management

- Committee 5, Measurement and Rewards, was set to launch after the strategic plan to align metrics with strategy. Since strategic planning has been delayed, Brighter Strategies will, depending on budget, provide the following service:
 - Identify best practices for gamification using Higher Logic together with committee 5.
 - Conduct pre-strategic planning activities (mining their data for comments relevant to strategy to inform the firm selected to conduct strategic planning).
 - Continue supporting the other 4 committees to execute their goals.

Next steps

- Committees 1-4 will continue to meet and work to complete tasks through early 2023
- 2023 Staff prioritization and implementation planning for the next set of recommendations

QUESTIONS?



About APHA

The American Public Health Association champions the health of all people and all communities. We strengthen the public health profession, promote best practices and share the latest public health research and information. We are the only organization that combines a 150-year perspective, a broad-based member community and the ability to influence policy to improve the public's health. Learn more at www.apha.org.



800 I Street, NW
Washington, DC 20001-3710
202-777-2742
www.apha.org

Kaye Bender
President

president@apha.org