NYS Association for Rural Health

**Membership Committee Meeting Minutes** (Draft)

Date: Tuesday, January 8, 2018

Time: 1:00 Pm

Present: Sara Bollinger, NYSARH

Jackie Leaf, NYSARH

Jennifer Leszyk, Committee Member

Richard Merchant, Committee Member

Jack Salo, Committee Chair

Regrets: Tess Barker, Committee Member

1. Welcome and introductions: J. Salo welcomed those in attendance and opened the meeting
2. Review Minutes of the December 4, 2018 Meeting**:** There were no changes to the meeting minutes
3. Review of Membership Management System upgrades and status: J. Leaf provided an update on the initial operation of the web based membership management system. J. Leaf has utilized the membership portal and received the invoice for annual membership payment automatically via e-mail. There is an issue with system generating large numbers of SPAM e-mails which is being investigated.
4. 2019 Membership Campaign – status update: S. Bollinger stated that the following categories of member prospects had received membership renewal or query solicitations: 2018 members that had not yet renewed for 2019; Community Action Agencies; County Offices for Aging; Rural Hospitals; FQHCs; County Health Directors. There was discussion about also reaching out to lapsed NYSARH Members with the 2019 membership campaign. S. Bollinger stated that the combined lists represent 200 + NYSARH member prospects.
5. Committee and Board Member assignments, communication and tracking on membership recruitment campaign tasks: There was discussion on the logistics of having Membership Committee and NYSARH Board Members assist with the 2019 campaign. The following was agreed upon:
   1. S. Bollinger will work with Ashleigh McGowan to post a 2019 Membership Campaign Tracking Tool in the Board Member Portal. The tool will contain information on all prospects that have received 2019 NYSARH Membership solicitations. The tool will have a column for Board Members to show that they have personally contacted a prospect and a column for NYSARH staff to indicate when prospects have become NYSARH Members. It is anticipated that NYSARH staff will update the tracking tool weekly.
   2. J. Salo will ask NYSARH Board Members (including committee members) to choose 5 prospects from the tracking tool for reaching out to personally to encourage NYSARH Membership. This ask will be made at the January 22 NYSARH Board meeting.
   3. J. Salo and S. Bollinger will communicate prior to the January 22 meeting to make sure all technical and communication logistics are clear. We want to be supportive of Board members assisting with the membership campaign and provide the tools they need as well as clear instruction on how to proceed. S. Bollinger will be the conduit for Board members to communicate the 5 prospects they will contacting. S. Bollinger will enter that information into the tracking tool as it is received.
6. Miscellaneous: Due to conflicts, it was agreed to re-schedule the February Membership Committee to Tuesday, February 12 at 1:00 Pm. J. Leaf will send out a calendar notice on the re-scheduled meeting.

Minutes Respectfully Submitted By,

Jack Salo, Chair, Membership Committee