

Membership Committee Meeting Agenda

Date: **Tuesday, April 2, 2019**

Time: **1:00 Pm**

Call Information: **Number: 1-857-232-0476**
Meeting ID: 610224
Host, only Pin: 4128

- I. Welcome and introductions
- II. Review Minutes of the March 5, 2019 Meeting
- III. 2019 Membership Campaign – status update
- IV. Review and discussion of NRHA Application for Student Member Development Pilot Project (application attached)
 - a. Next Steps: NYSARH Student value proposition
- V. Newsletter Discussion: Member features, listings, etc.
- VI. Miscellaneous
- VII. Next meeting: 4/2/19

NYSARH

Notes of Membership Committee

March 5, 2019

Present: Jack Salo, Tess Barker, Sara Wall Bollinger, Kristin Avery

Excused: Jenny Leszyk, Richard Merchant, Jackie Leaf

1. February minutes approved.

2. Membership campaign

We have raised \$7,150 toward our goal of \$14,000.

<u>Membership</u>	<u># of members</u>
Student	5
Individual	18
Org Level 1	2
Org Level 2	5
Org Level 3	5
Org Level 4	6
Org Level 5	6
Org Level 6	12

3. Student Chapter

Jack suggested and the Committee agreed to the following plan:

- Spring: Lay groundwork with selected faculty
 - Identify potential NYSARH value to students
 - Identify appropriate means to connect with students
- Summer: Develop student member marketing
 - Consider on-going expense of student-specific content
 - Consider conference scholarship Sponsor
- August: Launch student recruitment at the beginning of the Fall semester
 - Highlight Poster Competition
 - Encourage registration for the Conference

4. Action: Jack will send an Update message to the board of directors

5. Next meeting: April 2, 2019 at 1PM.

Sara Wall Bollinger



**Supplemental (formerly known as Single Event) Technical Assistance for State Rural Health Associations Application
2019**

The NRHA has funds available to provide supplemental technical assistance for State Rural Health Associations.

Name of SRHA: _____ New York State Association of Rural Health
 SRHA DUNS Number: _____
603841706

As of 2017, this is REQUIRED – A DUNS number is issued by Dun & Bradstreet

Please complete this form and return it to Laura Hudson, Director of Program Services and Contracting at LHudson@NRHArural.org.

A letter from two executive leaders of your SRHA affirming your need for this technical assistance and their approval of the plan of action is required upon submission of this form. (See directions section for details of a second signature by email option.)

Please submit your request *no fewer than 30 days* before the expected date of assistance.

1. Did your SRHA receive a supplemental technical assistance award from NRHA in 2018?

Circle One: Yes No

If yes, please list the title of the project and amount awarded below:

2. In what areas are you requesting technical assistance (mark all that apply to proposed activity)? What is the anticipated timeline for this assistance?

	<u>Proposed Timeline</u> <i>(Specific date(s) or month(s))</i>	<u>Proposed Location</u> <i>(If applicable)</i>
<input checked="" type="checkbox"/> Board/Leadership Development	_____	_____
<input type="checkbox"/> Conflict Resolution (Board or Staff)	_____	_____
<input type="checkbox"/> Financial Planning for Association	_____	_____
<input type="checkbox"/> Grant writing	_____	_____
<input type="checkbox"/> Marketing/Communications Planning (including social media/website work)	_____	_____
<input checked="" type="checkbox"/> Member Growth/Retention (including reaching out to new constituencies)	_____	_____
<input checked="" type="checkbox"/> Organizational Development	_____	_____
<input type="checkbox"/> Strategic Planning	_____	_____
<input type="checkbox"/> Teambuilding	_____	_____
<input checked="" type="checkbox"/> Volunteer Development	_____	_____
<input type="checkbox"/> Other	_____	_____

3. Do you have a specific consultant with whom you would like to work with? If so, please provide their contact information.

Name: _____
Organization (if applicable): Central New York Area Health Education Center
Address: 9 Main St, Cortland, NY 13045
Phone: (607) 756-1090
E-mail: mqualls@cnyahec.org

Note: As a recipient of federal funds (like this supplemental TA award, you are required to ensure any consultants your organization uses does not appear on the **Excluded Parties List System (EPLS)**, which is a searchable database included as part of the SAM.gov website. This ensures that no federal funds go to anyone who is either suspended or disbarred from doing business with the federal government. **Before officially hiring your consultant, you must make sure they are not listed on this [website](#) as an excluded party.**

4. On a separate page, please submit a **plan of action**. Note, budget information should be included in this plan of action AND on the budget form on Page 5. Include in your plan of action: **(1) a budget justification** (a breakdown of projected costs (including a daily rate for the consultant). This can look like a bulleted list or can be included in the narrative. *For example, the SRHA would like to build a new website to reach new members, especially young providers and their staffs. SRHA will contract with XYZ Company to build the design the website. The contract will be \$2,000 flat rate. SRHA staff time to assist in this effort will be \$1,000*). This is separate from completing the separate budget template on Page 5; **(2) project goals**, and **(3) evaluation methods** (**these should include some kind of measurable direct outcome**). This description should not exceed one page in length. The budget justification/narrative can be on separate page if applicant prefers.

Thank you! We look forward to supporting your State Rural Health Association with its technical assistance needs. The NRHA and the review committee will make every attempt to review your request and provide feedback within three (3) weeks of submission. All communications will go through **Laura Hudson**. Please contact her at (LHudson@nrharural.org) with any questions at or (202) 639-0550.

NYSARH Student Chapter

The New York State Association for Rural Health (NYSARH) would like to further develop our student membership through student-centric opportunities and services that encourage students to get involved with NYSARH. We will use this funding to more effectively engage the next generation of rural health leaders.

Sara Wall Bollinger, Director of Strategic Development, will oversee this program (estimate 10 hours at \$50/hr. and travel expense/mileage reimbursement at \$290), with guidance from the Membership Committee and through a contract the Central New York Area Health Education Center (CNYAHEC) (Project Management and Implementation: \$2,500). CNYAHEC will facilitate relationships between universities, students, and NYSARH to develop a student program that will truly engage students in meaningful ways. We will focus on two universities in the Central New York area in our first year. Upon successful completion of our pilot year, we will expand to other universities across the state. (Expense of \$100 for each in person Planning Committee Meeting and \$250 for each Focus Group.)

Project Plan:

Month 1: Secure a contract with CNYAHEC; identify and reach out to contacts at the selected universities: Master of Public Health program at Upstate Medical University and the Decker School of Nursing at SUNY Binghamton.

Months 2-4: CNYAHEC will facilitate Planning Committee meetings (both in person and teleconference) with faculty from the selected universities. The purpose of the meetings will be to develop appropriate methods to reach potential student members; determine the types of services/opportunities likely to interest students; and develop communication/messaging that is most effective engaging students. CNYAHEC will also arrange two student Focus Groups, one in Syracuse and one in Binghamton. The Focus Groups will identify current and possible perceived value of NYSARH membership for students.

Months 5-6: CNYAHEC will build additional capacity for student engagement into the NYSARH website, launch the trial marketing campaign at the beginning of the fall semester, and encourage student participation in the NYSARH Annual Conference, including poster session submissions. (Website development: \$500.)

Month 7: CNYAHEC and the NYSARH Membership Committee will evaluate the effectiveness of the student marketing campaign through the number of student members, in addition to supplemental information that may include surveys or anecdotal feedback from students approached who did or did not choose to join. NYSARH will submit an interim report to NRHA.

Month 8: CNYAHEC will convene the Planning Committee to share the evaluation results and decide on next steps. (Meeting expense: \$100.)

Months 9-12: CNYAHEC and the NYSARH Membership Committee will formalize the components of the student marketing campaign that were effective. This may or may not involve a continued role for the Planning Committee.

Month 13: NYSARH will submit a final report to NRHA.

Budget template is on the following pages.

Please provide a detailed budget for each of the above activities (examples are highlighted in yellow; **delete examples before submitting application**)

Budget Justification for Supplemental Technical Assistance for the 2019 Calendar Year		
Description of expense	Amount	Project/Activity
PERSONNEL (If applicable for proposed activity)		
<i>Name, Title, FTE, Brief description of individual's responsibility on project. Note: If the SRHA is staffed through a contract either directly with the individual or with another organization, it can be included under "Contractual".</i>		
TOTAL PERSONNEL		
FRINGE BENEFITS		
TOTAL FRINGE BENEFITS	0.00	
TRAVEL		
<i>Instructions: For each trip, include SRHA position/title, dates of travel (estimates are okay if exact dates are not known), and purpose of trip as it pertains to the project, location and <u>approximate</u> cost. The approximate cost should include an expense breakdown for hotel, airfare, mileage, parking, per diem, etc.)</i>		
Description of expense	Amount	Project/Activity
Non-Local Travel:		
Local Travel: 500 miles @.58/mile	\$290.00	Regional Travel among various campuses
TOTAL TRAVEL	\$290.00	
MEETINGS AND CONFERENCES		
<i>Instructions: This category can include printing costs for materials used to promote the meeting or during the meeting, postage to mail promotional materials, speaker travel reimbursements, or rental of the meeting facility. This could also include webinar costs or board retreats. This list is not exhaustive. As a reminder, these have to be informative/educational workshops; they cannot be policy or lobby focused.</i>		
Venue Fees & Refreshments	\$200.00	Two in-person meetings of the planning committee (June and November)
Venue Fees, dinner and incentives	\$500.00	Two in-person focus groups with students
TOTAL MEETINGS AND CONFERENCES	\$700.00	
MEMBERSHIPS/SUBSCRIPTIONS/PROFESSIONAL ACTIVITIES		
TOTAL MEMBERSHIPS/SUBSCRIPTIONS/PROFESSIONAL ACTIVITIES		
CONTRACTUAL		

Examples: This category could include working with a consultant on a specific activity, website hosting specific contracts between SRHAs and their contracted administrative organizations. Conference/meeting location contracts can be listed here or under "Meetings and Conferences" category.

Sara Wall Bollinger, Director of Strategic Development, 10 hours at \$50	\$500.00	To oversee project and submit reports to NRHA
CNYAHEC	\$2,500.00	Project Implementation and Management
CNY AHEC	\$500.00	Website Development: To add Student Engagement Elements to the NYSARH.ORG web site
TOTAL CONTRACTUAL	\$3,500.00	

OTHER – This can include any item that does not fit into one of the other categories. Include sufficient detail to justify each item and how it pertains to the project. Note: Federal funding CANNOT support grant-writing, fund raising, or lobbying costs.

Description of expense	Amount	Project/Activity
TOTAL OTHER		
TOTAL DIRECT CHARGES (Sum of all TOTAL Expenses rows above (e.g., Personnel, Fringe Benefits, travel);	\$4,490.00	

*INDIRECT CHARGES – Include approved indirect cost rate. Please use the rate published on your organization’s Federally Negotiated Indirect Cost Rate Agreement, or if your SRHA is related to and operating within a larger organization, please use their rate agreement. **Take special note:** If you do not have a rate agreement, you can use the minimum indirect cost rate of 10% as long as you have never had a negotiated indirect rate agreement. You are not required to use the minimum indirect rate and may opt instead to allocate overhead directly to the grant.*

10% indirect rate	\$449	
TOTALS (Total of TOTAL DIRECT CHARGES and INDIRECT CHARGES above)	\$4,939.00	

Additional Narrative: