SWB Consulting Services Proposed Scope of Work March 26, 2019

Key to sub-contract assistance:

K = Kristin Avery

B = the new Bookkeeper

G = Gabrielle DiDomenico

H = Health Workforce NY

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| Area One: Board of Directors Support | |
| * 1. Assist President & Committee Chairs as requested with meeting logistics; materials, agendas, notes etc. | |
| 1. Board 5/28 | K |
| 1. Executive 4/29, 6/24 | S |
| 1. Membership 4/2, 5/7, 6/4 | K |
| 1. Governance 4/15, 5/20, 6/17 | S |
| 1. Finance 4/8 | B |
| 1. Policy 4/23, 5/28, 6/25 [maybe] | S |
| 1. Conference 4/16, 5/21, 6/18 | S |
| 1.2 Utilize the Board Portal for meeting dates, agendas, materials, notes etc. |  |
| 1. Kristin will email a meeting reminder 3-5 days before each scheduled meeting | K |
| 1.3 Maintain communication between and among board members |  |
| 1. Give regular Updates | S |
| 1. Increase cohesiveness & reduce duplication/conflict of effort | S |
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| Area Two: Capacity Building | |
| * 1. Assist Membership Committee with 2019 Membership Campaign | |
| 1. Facilitate board member support activities & tracking | S |
| 1. Answer questions provide materials etc. if Prospects require more info. | S |
| * 1. Work through list of Lapsed members K | |

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| A. Categorize reasons for non-renewal for future reference | K |

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| 1. When appropriate, reach out to a different contact at Organizations | S |

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| * 1. *If we are invited to submit a proposal to the NYS Health Foundation* | |
| 1. *Work with Rockefeller Institute on application* | *S* |
| 1. *Develop scope of work & agreement template for the four County RHN partners; communicate with them; complete this section of application* | *S* |
| 1. *Put together the formal submission in keeping with guidelines and timeframe* | *S* |
| 2.4 Assist Membership Committee with Student Chapter Redesign |  |
| 1. Set up Student membership campaign to launch in August | H |
| 2.5 Monitor resources for possible sources of revenue |  |
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| Area Three: Conference Planning Support |  |
| 3.1 Assist the Conference Co-Chairs and Sub-Committee Chairs with specific  assigned tasks - I cannot commit to being on every sub-committee call |  |
| 1. Primary focus during Spring is securing Sponsorships | S |
| 1. Set up Conference Registration pages on website; build in reporting mechanisms; clarify relationships with PayPal, bookkeeper, membership etc. | H |
| 1. Secure Exhibitors & Advertisers | S |
| 1. Implement confirmation procedures with Sponsors, Exhibitors & Advertisers as they are secured: agreement, payment, artwork etc. | K |
| 1. Implement confirmation procedures with Presenters as they are selected: agreement, bio, photo, travel[if any] etc. | K |
| 3.2 Launch Conference Registration on website +/- June 1st | H |
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| Area Four: Member Relations & Communication |  |
| 4.1 Issue Spring Newsletter in May |  |
| 1. Write copy including initial Conference information | S |
| 1. Format, photos & graphics | G |
| 1. Distribute Newsletter using Campaign Monitor | G |
| 1. Analyze contact list for emails that have not been opened & purge them | K |
| 4.2 Maintain NYSARH Facebook page |  |
| 1. Pre-schedule 2-3 posts per week | S |
| 1. Add content, like, share etc. in real time as opportunities arise | S |
| 1. Encourage others to engage with the NYSARH page | S |
| 1. Support NYSARH social media priorities | S |
| 4.3 Annual Report |  |
| 1. Write basic copy | S |
| 1. Solicit/coordinate board member contributions to the Annual Report | S |
| 1. Format, photos & graphics | G |
| 1. Printed & Digital version | G |
| 1. Press release to promote | S |
| 4.4 Member Contacts/Inquiries | K |
| 1. Support Kristin and follow up with any issues with which she needs help |  |
| 4.5 Keep NYSARH website current and fresh |  |
| 1. Review content monthly – add new content; archive/delete old items | G |
| 1. Add/change/refresh website scrolling banners frequently | G |
| 1. Update the Membership listing monthly | K |
| 1. Populate Conference portion of website including speakers & sponsors | H |
| 4.6 Educational opportunities via Webinar |  |
| 1. If an appropriate webinar is identified by a board member, disseminate contact/log-in information to all NYSARH members | K |
| *4.7 Set up a NYSARH LinkedIn page* |  |
| 1. *Promote Conference* | *S* |
| 1. *Post research from RHI Hub and other sources weekly* | *S* |
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| Area Five: Operational Integrity |  |
| 5.1 Oversee the work of contracted staff |  |
| 1. Basic Office Services |  |
| 1. Telephone 607-756-4198 | K |
| 1. [info@NYSARH.org](mailto:info@NYSARH.org) email | K |
| 1. [www.NYSARH.og](http://www.NYSARH.og) website | H |
| 1. Postal mail to 10 Kennedy Pkwy, Cortland | K |
| 1. Record and material storage [in the basement at SVHC] | K |
| 1. G-mail service [@NYSARH.org] | K |
| 5.2 Respond promptly and carefully to NRHA, media or government inquiries | S |
| 5.3 Perform my work in keeping with NYSARH ethics, goals and policies | S |
| 5.4 Prepare a Status Report effective June 30, 2019 |  |
| 1. To the Board of Directors | S |
| 1. As a framework for the new Contractor effective July 1st | S |
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| Area Six: National Rural Health Association |  |
| 6.1 Monitor and record performance applicable to the core NRHA grant and any  other NRHA grants NYSARH may receive. | S |
| *6.2 Participate in the NRHA Annual Conference in Atlanta May 7-10* | *S* |
| 6.3 The NYSARH Board will designate someone to become our liaison with NRHA. |  |
| 1. I have a conflict with the monthly State Association meetings; someone else needs to commit to participating regularly [Jackie was this person] |  |
| 6.4 Facilitate arrangements for the board members who will attend the NRHA  Conference [May] and the NRHA Leadership Training [July] | K |
| 1. The board member who attends must participate in the State Association Council meeting |  |
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| Area Seven: Strategic Partnerships |  |
| 7.1 Participate in the NYS Public Health Association conference |  |
| 1. NYSARH will have an Exhibitor table | S |
| * 1. We have done this for the past 3-4 years |  |
| 7.2 Identify and engage Partners to share our messages via social media and other  channels | S |