SWB Consulting Services Proposed Scope of Work

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 | 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 |
| 1. Board of Director’s support was provided. 2. I coordinated and presented Testimony to the NYS Assembly Health Committee. |  |
| 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 |  |
| 1. More work is needed on the lapsed members. 2. We were not selected to apply for the NYS HF. 3. We were not selected for the NRHA funding to support the development of student membership. This is a goal for the future. 4. NYSARH joined the CBO Consortium of Upstate New York which will generate $500-$1000 revenue for participation in meetings and training. |  |
| 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 |
| 1. The Conference Committee members have done most of the work to date. 2. Conference registration site was set up in early June. 3. We have many sponsors, exhibitors and advertisers secured but could use a few more. 4. All presenters are secured except for the final panelist for the Veteran Health workshop. |  |
| 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* |
| 1. Spring newsletter sent and Facebook content has been posted regularly. 2. Annual Report was completed and printed. 3. Website content was refreshed from time to time. 4. We did not offer any webinars during this period. 5. We have not set up a Linked In account. This is planned to do with NAHEC. |  |
| 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 |
| 1. I continued working well with Kristin and Gabe during this period. |  |
| 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 |  |
| 1. I connected with Laura Hudson of NRHA to keep her informed of contact people and our status. 2. Carrie attended the national conference; Derrik attended the leadership conference. |  |
| 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 |
| 1. I staffed an exhibitor table and networked with others at the NYSPHA/NYSACHO conference 2. I have kept in touch with our key Partner organizations [recently about the Testimony to the Assembly and the Rural Health Council] |  |
| Sara Wall Bollinger, July 2019 |  |