



Notes of Membership Committee
1/28/2020

Present: Charlotte Crawford, Helen Evans, Jenny Leszyk, Mike Pease, Karin Blackburn

Excused: Tess Barker, Heather Brown, Sylvia Getman, Kara Kowalski, Mandy Qualls,
Sara Bollinger

Charlotte Crawford, Chair, opened the meeting at 1:03pm.

1. Notes of 12/3/2019 [Jenny/Mike] accepted.
2. Possible Website Enhancements
Karin talked about possible website enhancements that Ashleigh McGowan (HWNY) suggested, including a past member dashboard. This would allow for organizing/standardizing the past member data and creating a visual dashboard to quickly run reports and see trends across past members. Karin also brought up the Digital Strategy that HWNY presented to NYSARH in 2018 per NYSARH's request. More conversations will be had moving forward regarding website enhancements.
3. 2020 One and Done Membership Campaign
Charlotte thanked the committee for their work on the One and Done Membership Campaign. Charlotte will continue to encourage NYSARH members to help with this campaign.
4. Student Membership Grant Update
Mandy provided an update through Charlotte: Mandy is trying to schedule a few more focus groups for the beginning of this semester at Ithaca College, BU, and possibly at SUNY Cortland with their Community Health students. Unfortunately, with the release of the Governor's budget, that has taken top priority for CNYAHEC.
5. Next Meeting
Tuesday, March 3, 2020.
6. Meeting Adjourned at 1:28pm.

Respectfully submitted,
Karin Blackburn