**Strategic Priority: # 2: Membership**

NYSARH is a membership organization. NYSARH’s primary mission is to serve the needs of our members so that they can enhance their abilities to serve the needs of rural residents and communities. The Steering Committee believes the diversity of our members is an organizational strength.

At the Board Retreat in August, the word cloud of priorities included: **collaboration**, listen to stakeholders, student membership, member support, white paper, prevention, member engagement, linkages, networking across systems, stakeholder, SDoH, network, rural services incubator, promoting collaboration, collaborative stakeholder.

Further, this Strategic Plan will focus on enhancing collaboration and partnerships with other statewide and regional associations with overlapping missions.

* Other State Associations [CHCANYS, NYSPHA, NYSACHO etc.]
* Broader Scope [New England RHA, national organizations, veterans]
* Other Constituencies [EMS, Public Safety, Food, Housing, Transportation]

**Focus Areas for 2021**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| 1.Management | 1.1 Align information systems to provide accurate membership info in real-time | HWNY | Consistency | Fall-Winter | Accurate information | Greater confidence in NYSARH |
|  | 1.2 Populate the Member Directory in the Member Portal  [after password] | HWNY | 1. Complete 2. Maintain | Fall-Winter | Allow member-to- member communication | Easier networking among members |
|  |  |  |  |  |  |  |
| 2. Communication | 2.1 Articulate Value Proposition | Membership/ Communication Committee | Board Approval | Fall-Winter | Strategic direction for Membership/ Communica- toon Committee | Clear messages to Members |
|  | 2.2 Increase member engagement with communication channels   * Newsletter * Facebook * Website * Others? | Membership/ Communication Committee | Analytics | Spring-Summer | Information received and understood by members | Greater engagement |
| Apply for AmeriCorps Member | VISTA Member slot available from RHNSCNY | Karin & Sara | * Application submitted in compliance with requirements * NYSARH selected for Member | Fall - Winter | Full-time person to work on communication, fund development & membership | Enhanced member engagement |
|  |  |  |  |  |  |  |
| 3. Networking | 3.1 Interest groups   * Regional * Topical | Membership/ Communication Committee | Enrollment | Spring-Summer  2021 | * Members self-assemble into Interest Groups * Interest Group members use Slack channels | Greater sense of belonging among members |
|  | 3.2 Identify Member special interests | Interest group members | Interests shared with Membership/ Communication Committee | Summer - Fall  2021 | Some Topical areas gain traction among members | NYSARH prioritizes these issues for future work |

**Focus Areas for 2022-2023**

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| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
|  | 3.3 Interviews/Webinars with Key Decision Makers related to the Topic areas identified | Logistics: HWNY | 1. Agreement of Key Decision Makers to participate 2. # of participants at the sessions | Spring - Summer  2022 | NYSARH provides members-only access to Key Decision Makers | Members get answers to their questions/  advance/  inside information |
| Apply for AmeriCorps Member | VISTA Member slot available from RHNSCNY | Karin & Sara | * Application submitted in compliance with requirements * NYSARH selected for Member | Fall - Winter | Full-time person to work on communication, fund development & membership | Enhanced member engagement |
|  |  |  |  |  |  |  |
| 4. Recruitment | 4.1 Target ‘lapsed’ and ‘missing’ organizations | Membership Committee | # of returned/ new members | Fall 2021-Winter 2022 | Engage organizations similar to existing members | Build NYSARH  membership |
|  | 4.2 Develop & implement a Membership recruitment campaign | Membership Committee | # of new members | Fall 2022-Winter 2023 | Engage organizations/ individuals & students that expand the membership | Diversify NYSARH membership |
|  |  |  |  |  |  |  |