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
Management	Align information	HWNY	Consistency	Fall-Winter	Accurate	Stronger
	systems to provide				information	messaging
	accurate membership					
	info in real-time					
Communication	Increase member engagement with communication channels Newsletter Facebook Website Others?	Membership Committee	Analytics	Spring- Summer	Information received and understood by members	Greater engagement
Recruitment	Activities to engage	Membership	# of new	TBD	TBD	TBD
	new members	Committee	members			
TBD	TBD	TBD	TBD	TBD	TBD	TBD

Focus Areas for 2022-2023

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT