



## Notes of Membership Committee October 6, 2020

Present: Michael Pease, Ali Coates, Scott Emery, Anthony D'Agostino,  
Charlotte Crawford, Mandy Qualls, Heather Brown, Matt Scollin  
Staff: Karin Blackburn, Sara Bollinger  
Guest: Helen Stepowany  
Excused: Helen Evans, Carrie Roseamelia

Michael Pease, Chair, opened the meeting at 1:04pm.

1. The minutes of the 8/4/2020 meeting were approved. (Heather/Michael)
2. Helen Stepowany presented the Membership Committee Strategic Priorities for 2021- 2023. After the presentation Helen encouraged Committee members to talk about initial reactions, thoughts, and goals.

### Discussion:

- Pre-goals: membership management, communication, retention vs. recruitment. Focus on the things we are good at for the upcoming year.
- Difficult to get organizations to sign on given tightened budgets rights now
- Communication value is important.
- What value can we offer members? Value for organizational members?  
Value for individual members?
  - ✓ Increased opportunities for members to directly connect with each other (providing a membership directory in the membership portal).
  - ✓ Increased opportunities for members to participate in regional subgroups.
  - ✓ Increased direct networking opportunities – more than a coffee hour, less than a webinar; regional networking by sector ( i.e., students; hospitals, RHNs; FQHCs; etc.)
  - ✓ Increased opportunities for members to self-assemble into their own groups, regionally and thematically to learn from each other (possible topics: salary thresholds outside of NYC; food access and security; telehealth policy and waivers; EMS).
  - ✓ Connect members with State leaders via virtual meetings (policy makers; regional representatives; leaders who can answer questions for our members).
  - ✓ Increased opportunities for cross pollination.

- Survey members regarding existing pain points and existing services they are having trouble providing.
  - Priorities for the Membership Committee should include providing linkages and among and between members and building strategies around this. Identify how, why, and what, and creating metrics around these actions.
3. Michael Pease, Committee Chair, raised the question about moving the monthly Membership Committee meeting to the second Tuesday of the month to accommodate for more time to produce month end membership metric and analytic reporting. Karin will poll the Committee members via e-mail.

Next Meeting

Tuesday, November 3, 2020 OR November 10th at 1PM.

Respectfully submitted,  
Karin Blackburn