

### **Strategic Priority # 3: Education/Conference/Learning Community**

Previous Member Surveys have consistently rated the Annual Conference as one of the things members value most about NYSARH. In the 2018-2020 Strategic Plan, the Board of Directors made the decision to diversify educational offerings to be a more year-round effort, not a single event. The Webinar Series began in 2019. The Webinar Series for 2020-21 has been developed in partnership with the New England Rural Health Association and has secured funding from the Foundation for Community Health. Feedback on the 2020 Virtual Conference has been highly positive.

Multi-directional learning is a teaching and learning style that focuses on the many interactions that happen between individuals in an educational environment. Using this approach, learning takes place in three ways: learner-to-learner, teacher-to-learner and learner-to-teacher. This approach varies from the typical teacher- or lecture-centered environment where an instructor disseminates information to learners.

At the Board Retreat in August, the word cloud of priorities included: **education, conference**, educational services, student participation, multi-directional conference, webinars, multi-directional learning.

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]

Notes from Education Committee meeting 10.20.20:

1. Use multiple channels to market webinars and other offerings - people get information in different ways.
2. Keep educational offerings manageable - better to offer a few that are excellent rather than many that are mediocre.
3. Use multiple sessions for bigger/deeper topics. Offer a series of three webinars rather than a half-day.
4. Provide some 'sustainability' content with topics such as toolkits for negotiating with insurance companies, pros & cons of IPA/ACO, payment for non-clinical virtual visits etc.
5. Continue to offer content on diversity, equity, inclusion and cultural competency.

### Focus Areas for 2021

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Enhance Webinar Series	<ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Collaboration</li> <li>▪ CEU/CMEs</li> </ul>	Webinar Sub-Committee; joint with NERHA	<ul style="list-style-type: none"> <li>▪ Attendance</li> <li>▪ Feedback</li> </ul>	Fall-Winter	Engage regular participants	Enhance awareness of NYSARH
NYSARH part of 2021 Public Health Partnership conference	<ul style="list-style-type: none"> <li>▪ Planning</li> <li>▪ Marketing</li> <li>▪ Sponsorships</li> <li>▪ CEU/CMEs</li> <li>▪ Posters</li> <li>▪ Exhibitors</li> </ul>	Partnership Sub-Committee	<ul style="list-style-type: none"> <li>▪ Registrations</li> <li>▪ Feedback</li> <li>▪ Revenue</li> <li>▪ Student participation</li> </ul>	Fall-Winter	Positive learning experience	Give members an experience they value
National Keynote Speaker at the Annual Meeting	<ul style="list-style-type: none"> <li>▪ Planning</li> <li>▪ Marketing</li> <li>▪ Sponsorships</li> </ul>	Annual Meeting Sub-Committee	<ul style="list-style-type: none"> <li>▪ Attendance</li> <li>▪ Press Coverage</li> </ul>	Spring-Summer	Positive learning experience	Give members an experience they value
National Rural Health Day	<ul style="list-style-type: none"> <li>▪ Planning</li> <li>▪ Marketing</li> <li>▪ Sponsorships</li> </ul>	Awards Sub-Committee	<ul style="list-style-type: none"> <li>▪ Attendance</li> <li>▪ Press Coverage</li> </ul>	Summer - Fall	Recognize best practices	Enhance awareness of NYSARH

### Focus Areas for 2022-2023

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
Survey Members & Attendees	Listen to Target Audience	Education Committee	<ul style="list-style-type: none"> <li>• How to they get notices?</li> <li>• What topics are they interest them?</li> </ul>	Winter/ Spring 2022	Better Understanding	Better targeted marketing & content

Learning Community	Message board/ blog/ Facebook group/Slack/ communication tool Clustered by areas of interest: <ul style="list-style-type: none"> <li>▪ Chronic disease management</li> <li>▪ Food security</li> <li>▪ Transportation</li> <li>▪ Farm workers</li> <li>▪ Behavioral health</li> </ul>	Education Committee	TBD	TBD	TBD	TBD
Curated content on website	Research on Rural; best practices; etc.	Education Committee	TBD	TBD	TBD	TBD