

Strategic Priority: # 2: Membership

revised 12/8/2020


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	a. Complete b. Maintain	Fall-Winter	Allow member-to-member communication	Easier networking among members

2. Communication	2.1 Articulate Value Proposition	Communication Sub-Committee	Board Approval	Fall-Winter	Strategic direction for Membership Committee	Clear messages to Members
	2.2 Increase member engagement with communication channels <ul style="list-style-type: none"> ▪ Newsletter ▪ Facebook ▪ Website ▪ Others? 	Communication Sub-Committee	Analytics	Spring-Summer	Information received and understood by members	Greater engagement
	2.3 Apply for AmeriCorps Member VISTA Member slot available from RHNSCNY	Karin & Sara	<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> ▪ Regional ▪ Topical 	Membership Committee	Enrollment	Spring-Summer 2021	<ul style="list-style-type: none"> ▪ 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 Committee	Summer - Fall 2021	Some Topical areas gain traction among members	NYSARH prioritizes these issues for future work
4. Increase Diversity	4.1 Set a goal to increase diversity within NYSARH	Board of Directors	Set DEI goals	Winter 2021	Form Diversity Equity & Inclusion Sub-Committee	Greater confidence in NYSARH
	4.2 Identify minority/ underrepresented populations in rural NYS	DEI Committee	US Census	Summer 2021	Target populations, locations & potential partner organizations	Actionable plans

Focus Areas for 2022-2023

ACTION STEP	DETAILS	RESPONSIBLE	MEASUREMENT	TIMEFRAME	OUTCOME	IMPACT
1. Management	1.3 Maintain Member Database	HWNY	Consistency	On-going	Accurate information	Will facilitate networking & collaboration
2. Communication	2.4 Apply for AmeriCorps Member VISTA Member slot available from RHNSCNY	Karin & Sara	<ul style="list-style-type: none"> • Application submitted in compliance with requirements a. NYSARH selected for Member 	Fall - Winter	Full-time person to work on communication, fund development & membership	Enhanced member engagement
3. Networking	3.3 Interviews/Webinars with Key Decision Makers related to the Topic areas identified	Logistics: HWNY	<ul style="list-style-type: none"> b. Agreement of Key Decision Makers to participate c. # 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

4. Diversity	4.3 Outreach to minority/ underrepresented communities	DEI Sub-Committee	<ul style="list-style-type: none"> • More diversity of NYSARH members • More diversity of NYSARH board members 	2023	NYSARH more representative of ALL rural voices	More effective advocacy
5. Recruitment	5.1 Target 'lapsed' and 'missing' organizations	Membership Committee	# of returned/ new members	Fall 2021-Winter 2022	Engage organizations similar to existing members	Build NYSARH membership
	5.2 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