**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**

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| action step | details | responsible | measurement | timeframe | outcome | impact |
| Management | Align information systems to provide accurate membership info in real-time | HWNY | Consistency | Winter 2021 | Accurate information | Greater confidence in NYSARH |
| Member Directory | Populate the Member Directory in the Member Portal  [after password] | HWNY | Complete &  Maintain | Winter | Allow member-to- member communication | Easier networking among members |
| Communication | Articulate Value Proposition | Communication Sub-Committee | Board Approval | Winter | Strategic direction for Membership Committee | Clear messages to Members |
|  | Increase member engagement with communication channels   * Newsletter * Facebook * Website   Others? | Communication Sub-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 |
| Networking | Interest groups   * Regional   Topical | Membership Committee | Enrollment | Spring-Summer  2021 | * Members self-assemble into Interest Groups * Interest Group members use Slack channels | Greater sense of belonging among members |
|  | 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 |
| Increase Diversity | 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 |
|  | Identify minority/ underrepresented populations in rural NYS | DEI Committee | US Census | Summer 2021 | Target populations, locations & potential partner organizations | Actionable plans |
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**Focus Areas for 2022-2023**

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| --- | --- | --- | --- | --- | --- | --- |
| action step | details | responsible | measurement | timeframe | outcome | impact |
| Management | Maintain Member Database | HWNY | Consistency | On-going | Accurate information | Will facilitate networking & collaboration |
| Communication | 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 |
| Networking | Interviews/Webinars with Key Decision Makers related to the Topic areas identified | Logistics: HWNY | * Agreement of Key Decision Makers to participate * # 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 | * More diversity of NYSARH members * More diversity of NYSARH board members | 2023 | NYSARH more representative of ALL rural voices | More effective advocacy |
|  |  |  |  |  |  |  |
| Recruitment | Target ‘lapsed’ and ‘missing’ organizations | Membership Committee | # of returned/ new members | Fall 2021-Winter 2022 | Engage organizations similar to existing members | Build NYSARH  membership |
|  | 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 |
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