



**Notes of Membership Committee  
November 10, 2020**

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

1. Michael Pease, Chair, opened the meeting at 1:01pm.
2. Agenda modifications. None.
3. The minutes of the 10/6/2020 meeting were approved. (Crawford/Qualls)
4. Karin gave a membership report (see meeting attachment).  
Karin also reported that HWNY staff are working on a Member Director for the Member Portal that members will need to opt-in because contact information will be listed. Options discussed by the Committee for members to provide additional staff members contact information at their organization:
  - Government Relations
  - Human Resources
  - Finance
5. Member value for organizations.
  - Value #1: Member Directory
  - Value #2: Networking Groups/Peer to Peer – Regional? Topical?
    - ✓ Sara shared that working with the RHN Directors, regional groups didn't appeal anymore because of they are all working remotely now
    - ✓ Topical: Chronic Diseases Self-Management; EMS
    - ✓ Mike understands doing things in a different way will increase member benefits. Finance Committee has touch decisions to make when it comes to the budget for next year. With COVID and tight budgets, what can we do?
    - ✓ Heather agrees, with no regional barriers, topics are appealing
    - ✓ Mandy believes with the webinars we are already providing topic focused learning opportunities. During COVID, members might want to know what others are going through/working on.
    - ✓ What content would most benefit our members? PPP; Cares Act; Small Learning Community; QI Learning

- ✓ Mandy reviewed the focus areas (Management; Communication; and Recreation) and emphasized that NYSARH needs to know what is being offered before it is communicated to people. She shared her struggles with the NYSARH student membership campaign.
- ✓ Mike commented that everything needs to remain fluid and asked where the Membership committee should look for Learning Community suggestions. High level simple survey?
- ✓ Mandy suggested a needs assessment or use the Membership Committee to be the group to do the assessment.
- ✓ Scott suggested using general themes to offer more to the membership. Start small, test the waters, and see where it goes from there.
- ✓ Mandy brought up the NYSARH student membership campaign and brought the new committee members up to speed. The campaign consists of focus groups with three universities. What would get them interested in NYSARH? What can NYSARH provide? Mandy will send the presentation she has been using to the committee. She could use some help from the committee to formulate some action plan items.
- ✓ Mike suggested training and rotations with those already connected with NYSARH.
- ✓ Further discussion after members review the presentation.

**HOMEWORK: Please come to the December 8, 2020 Membership Committee meeting with Learning Community topic ideas.**

6. Adjourn at 1:42pm

Next Meeting

Tuesday December 8, 2020.