

## Outreach Team

September 23, 2005, Louisville

### Team Members in Attendance:

- Fred Donini-Lenhoff, leader
  - Elaine Cuklanz
  - Michele Denomme
  - Greg Ferenchak
  - Hazel Hacker
  - Shirley Lovelace
  - Lena Spencer
  - Carolyn Teich
  - Terese Trost
  - Brenda Wray
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- Carolyn mentioned that her son works for Arizona Public Radio, so we are hoping that she will be able to encourage him to promote the HPN and our activities, especially for our September 2006 meeting in Phoenix.
  - Six Louisville media outlets received the HPN press release prior to the meeting. In the future, Outreach will work with Theresa Shumard of the Media Team to distribute the press release.
  - Fred will extract a list of nonattending organizations from the database (those who have not participated in meetings for the last 2 to 3 years. Team members agreed to make calls to no more than 10 of those groups each to gauge interest in HPN and invite them to the March meeting. Calls will be made during the first two weeks of January. Michele will develop a script for the calls.
  - As we continue to reach out to new organizations, it was agreed that the American Osteopathic Association should be invited to take part in HPN.
  - Elaine developed an excellent list of acronyms of professional organizations, accrediting bodies, and national certifying boards. The list should be combined with the current list of Web hyperlinks on the HPN Web site. Outreach will distribute the list to all HPN attendees to solicit their edits.
  - Elaine agreed to pursue more information on the availability of health professions scholarships from various foundations/organizations.
  - The second go-round of the **new member orientation** was successful, with about 15 attendees. One new attendee remarked that she had never felt so welcomed at any meeting she'd ever attended.
    - New attendees will receive e-mails/phone calls before the meeting encouraging their attendance at the orientation, including a phone call to their hotel rooms the day of the meeting.
    - A one-to-one, buddy program would also be successful, pairing an existing member with a newbie.
    - New attendees should also have a ribbon on their badges.
    - The orientation should include time for discussion/questions about the team meetings and introductions from each team leader.
    - Including drinks and snacks at the orientation will make it more like a pre-reception and may encourage additional attendance.
    - Note: One newbie noted some confusion between HPN and SNM, an aspect that may need to be covered more thoroughly in introductory materials and during the orientation itself.