

Membership/Outreach Committee September 30, 2006 Report

Members present: Fred Lenhoff (Chair), Cynthia Mattice (Reporter), Brenda Wray, Stephanie Ellingson, Paula Heggerick, Cullen Johnson, Stephen Collier

The committee met and discussed using the HPN reorganization and bylaws as a membership retention and recruitment tool. The committee will work to organize and update the Global Membership List into 3 categories: 1) Member organizations; 2) Individual participants; and 3) Meeting speakers. The committee will develop a letter that will be sent to current and prospective member organizations. The letter will include the HPN mission statement along with a description of the reorganization and where to find the bylaws on the HPN Web site. As part of this invitation to participate in HPN, the next meeting location and dates (Minneapolis – April 26-29, 2007) and theme will be included. To facilitate more responses, a self addressed answer postcard will be included.

The committee requests that SNM staff investigate the availability for an online Web signup form for any healthcare professional interested in receiving HPN E-News. This will enable the individual healthcare worker to know what issues HPN is addressing on behalf of all health professionals.

New member and participant orientation has been a successful method to acclimate first-time attendees to HPN. The participant folder needs to include the acronym list, and the proposed new member orientation packet needs to be developed. Name tag recognition of new members, board of directors, and speakers is requested for the next meeting, as well as a brief time at the beginning of the meeting to introduce new participants and new member organizations.

A general summary of the meeting (via Bill Dubbs of AARC) will be placed on the Web site and emailed to meeting participants. Finally, the committee will work with the staff to update “bounceback” email addresses that are no longer in service.

Cynthia Mattice, Reporter
Fred Lenhoff, Chair