Terms of Reference

OPHNL –Membership & Marketing Working Group

Members/Composition

Members of OPHNL will be asked to express interest to participate in the Membership & Marketing Working Group (M&M). Membership of this working group will comprise of at least one member of the OPHNL Executive. Individuals expressing interest to participate in the group will be accepted on a first come, first served based. A total of eight to ten members can form the membership of this workgroup.

Term of Membership

The working group members will meet monthly via teleconference for 2-3 hours. Additional ad-hoc meetings may be organized by individuals within the working group to achieve tasks.

Purpose

The purpose of the M&M Working Group is to:

* Explore opportunities to continue to build and expand membership
* Create and implement an engaging and informative communication strategy for members (website)
* Develop key messages re: the value of public health nursing
* Advocate for the voice of public health nursing within decision making re: health system transformation
* Develop a brand for OPHNL

Goals

1. Examine present membership numbers and identify the potential numbers of new members.
2. Develop new strategies to engage present and entice potential members.
3. Develop policy around membership
4. Develop key messages

Deliverables

1. Provide a short survey/questionnaire to deliver to the membership to engage members to provide input into the strategic priorities and actions for OPHNL for the next two years
2. Review the “Describing the contribution and value of PHNs to health system outcomes “ study undertaken by OPHNL to design relevant key messages with a mapped out timeline to share these messages through the OPHNL website and twitter account as well as presentations and advocacy letters
3. Attract new members and expand membership of the association by developing a plan which will be rolled out in collaboration with the regional reps for OPHNL
4. Provide a communication format to keep the membership informed and engaged.
5. Develop and maintain current recruitment materials which currently include postcards, bookmarks and website
6. Maintain website and OPHNL twitter account

Communications

The primary mode of communication will be via teleconference meetings. In addition, the working group may use basecamp/electronic means to post comments and ideas on relevant tools and documents created by the working group

Contact Information for M&M Working Group Chair

TBC