

SCHC Outreach Committee Meeting – Fall Conference

24 September 2019

Attendees: R. Warner, C. Gioiello, I. Kasimba, D. Svestka, E. Weir, P. Laux, E. Bergmann, M. Cox, K. Austin

- Introductions – welcomed 2 new members
 - Miranda Cox
 - Emily Bergmann
- Read and discussed mission of the committee
- Discuss transition from myself to Chandra – Chandra will become chair on January 1, 2020.
 - Who can manage newsletter (short and long term) – how do we share that information/transition from my email to others
 - Will forward all content emails to socialmedia@schc.org
 - Getting Chandra added to distribution list
 - Social Media
 - We need to create structure for this – can be combined with how we communicate newsletter information
- Committee structure - Sub-groups
 - Subgroup 1: Social Media
 - Linked in – monitoring posts
 - Twitter/Facebook
 - Subgroup 2: Membership
 - Membership spotlight
 - Networking dinners
 - Greeters/mentorships
 - Other membership activities
- Follow-up after meeting
 - Ask Lori for information from the surveys
 - Create structure for committee (Chandra, Renee and Danielle will lay this out and reach out to committee)
 - Update members on website after we get volunteers
 - Reach out to AMM about contract change possibilities
 - Next BOD, will motion to have Membership added to the Outreach Committee
- Agenda for next meeting
 - Come up with question list for membership survey
 - Assign membership roles