MSHP/MPA MEMBERSHIP COMMITTEE
2019 ANNUAL REPORT

Committee/Task Force Members: Chadi Abbas, MPA technician co-chair; Kali VanLangen, MSHP pharmacist co-chair; Jason Williamson, MSHP Board liaison; Dori Kern, MPA Board liaison; Mike Wolf, MPA staff liaison; Codie Barron; Alice Chen; Margaret de Voest; Marina Pittiglio; and Dana Staat

Meeting Dates:

- Jan. 10, 2019
- Feb. 13, 2019 (conference call)
- May 2, 2019

1.0 Progress Report on Annual Responsibilities

Responsibility #1 Plan the MSHP Student Pharmacist Luncheon and program at the MPA Annual Convention & Exposition

The MSHP Student Luncheon was held successfully at the 2019 MPA Annual Convention and Exposition. Family style salad with a protein option for vegetarians continues to be a good meal option. Banquet math was again successful as a cost saving approach to limit waste. An icebreaker activity along with discussion points was again utilized with positive feedback. The luncheon survey was updated this year to gather additional feedback from attendees; however, the response rate was still ~20 percent.

The following recommendations are for 2020:

- The MSHP/MPA Membership Committee chair requests two minutes of microphone time at the January 2020 MSHP Committee Day to ask for pharmacist leaders to volunteer to attend the student luncheon at the ACE.
- The response rate on the luncheon survey continues to be low. The MSHP Board should determine if they are accepting of a low response rate or if they would like to institute an incentive for survey completion to improve response to continue to refine and improve the luncheon as was suggested by the Committee in January 2019.

Responsibility #2 Review the appropriate section of the MSHP Chapter Manual and, if needed, update it.

The MSHP Chapter Manual was reviewed by the chairs and it was determined that no changes are needed at this time.

Responsibility #3 Assign and submit articles for the MSHP Monitor as outlined in the publication calendar.

The following assignments were made for 2019:

- April 2019: Co-chair Kali VanLangen
- July 2019: Alice Chen
• October 2019: Margaret de Voest

Responsibility #4 Submit an annual Committee report to the MSHP Board of Directors and MPA Executive Board by July 1, 2019.
The annual Committee report was submitted by July 1, 2019.

Responsibility #5 Consider any House of Delegates resolution(s) referred to the Committee by the MPA Executive Board and the MSHP Board of Directors.
There were no resolutions to be considered.

2.0 Progress Report for 2019 Committee Charges

Charge #1: Implement at least two technology-driven recruitment or retention strategies in 2019 based on research and Committee recommendations.
There was a Facebook frame created for the MPA Annual Convention and Exposition by Barron that needs to be better promoted in 2020. It was recommended that the Committee work in tandem with the New Practitioner Committee to do a member in the spotlight as a brief podcast or video.

The Committee recommends moving forward with use of mobile applications for events, legislative/legal questions or any other appropriate focus areas and is willing to assist with efforts to move those forward.

Charge #2: Promote membership recognition avenues/processes and utilize publications to highlight member accomplishments by June 1, 2019.
The Committee developed a “Member in the Spotlight” concept so that any member can be recognized for their contribution to their department or the organization. The first “Member in the Spotlight” was published in the May 2019 MSHP Monitor. The Committee will work with the MPA Communications Manager to ensure the “Member in the Spotlight” will also be featured on social media. As mentioned above, the idea was also posed to work with the New Practitioner Exchange to do a podcast or video or students residents, or new practitioners (or anyone willing to engage with this technology).

The Committee identified a list of individuals for the “Member in the Spotlight” piece through February 2020. A nomination form for “Member in the Spotlight” was also reviewed and approved by the Committee to allow members and colleagues to nominate individuals. A link to the draft of the member nomination form can be found here: www.MichiganPharmacists.org/News-Publications/Publications/Make-a-Member-Recognition-Nomination

The following recommendations are for 2020:
• The MSHP/MPA Membership Committee charge should be to review Member in the Spotlight submissions and identify individuals for March 2020 – February 2021.
The MSHP/MPA Membership Committee continues to work with MPA staff to advertise this new member spotlight feature and to encourage others to nominate a colleague for the “Member in the Spotlight” feature.

**Charge #3: Develop an awareness campaign focusing on promotion of MPA’s value, functions and accomplishments in accordance with 2018 – 2019 MPA Strategic Plan.**

Two different pieces of an awareness campaign were published in October 2018 and January 2019 in the *Michigan Pharmacist* journal. In addition, the Committee is working on creating a video that will include information on MPA’s value, functions and accomplishments which will be utilized for recruiting purposes. Finally, a new membership and fundraising manager has been hired at MPA and will have dedicated time to focus on recruitment of new members.

**Charge #4: Produce a video to be sent to colleges and local associations/regional societies that can be utilized throughout the year to promote membership offerings such as Career Connect and Pharmacy Mentoring Network by September 2019.**

The Committee is working on creating a video that will include information on MPA’s value, functions and accomplishments which will be utilized for recruiting purposes. Next steps in developing this video are to get additional testimonials from individuals enrolled in the Michigan Pharmacy Foundation (MPF) Health Professional Leadership Academy. Once testimonials have been recorded, a combination of slides with animation will be combined with testimonials to talk about MPA’s value functions and accomplishments. This charge has a deadline of Sept. 1, 2019. The video may also be used to introduce MPA’s new membership and fundraising manager, Angela Madziar. One proposed use of the video is to use it as a recruitment tool for Student Michigan Pharmacists Association (SMPA) in Fall 2019.

**Charge #5: Define member engagement within MPA and develop a sustainable system to measure member engagement and report the membership engagement measurement tool to the MPA and MSHP Boards.**

The Committee worked to develop a draft of the member engagement metrics and it was shared with the MSHP Board of Directors by Mike Wolf on June 13, 2019. After running a preliminary report based on the drafted engagement metrics, it was found that the initial items that were drafted are not easily attainable. Below is a list of the categories and allotted points that was drafted by the Committee that are attainable at this time:

- **Event Attendance:** two points for first event (MPA events – locals not included), one for each subsequent
- **Education:** one point for your first credit
- **Committee Participation:** two points for participation on each committee/Board
- **Donations:** one point each for your first PAC donation and MPF donation
- **Contributions:** one point for the first two contributions (speaking/writing)
- **Professional Development Opportunities:** one point for the MPF Health Professional Leadership Academy or Mentor/Mentee enrollment
Recruitment: one point for each new member recruited

The Committee recommends moving forward with a bi-annual report of member engagement metrics using the above categories. The Committee also recommends MPA staff continue to work to identify ways to gather data on the following engagement metrics for future use:

- **Email Engagement:** one point for 25+ percent MPA E-news read
- **Website Logins:** a half point for median and more
- **Social Media:** a half point for each follow (Facebook, LinkedIn, Twitter)

3.0 Other Committee Activities

No other committee activities.

4.0 Recommendation(s) for Next Year

4.1 Suggested Charges for 2020

- Review the effectiveness and sustainability of the member engagement metrics.
- Review the new Member in the Spotlight initiative and make recommendations for 2020/2021 regarding improvements, sustainability and potential members to highlight.
- Evaluate and make recommendations for additional, unique membership categories such as CE only membership, electronic only membership, all-inclusive membership, etc.
- Re-evaluate and make recommendations for an updated student to new practitioner conversion model.

4.2 Financial request(s) with supporting documentation and justification for 2020 activities

Request for $250 to be used for prizes for the annual student luncheon at the MPA Annual Convention and Exposition. The Committee will determine how the $250 will be utilized at the January 2020 MSHP Committee day.

4.3 Suggested Committee members for 2020

The Committee recommends including individuals in the 30-50 year old age demographic due to their lower membership rates in MPA overall. Include new practitioners and residents to gain perspective on how to engage the younger members.

4.4 Suggested/Interested Chair and/or Co-chair

Co-chair VanLangen is willing to stay on; however, is also willing to step aside to give others an opportunity to serve as a leader within MSHP.

Respectfully submitted,
Kali VanLangen, MSHP pharmacist co-chair