

**COUNCIL ON HYPERTENSION
MEMBERSHIP & COMMUNICATIONS COMMITTEE COMMISSION**

- PURPOSE:** To promote and enhance membership in the Council through recruitment and retention programs.
- NUMBER OF MEMBERS:** The Committee shall be comprised of a Chair, Vice-Chair and 3-5 members drawn from the Council. Three members shall be assigned the role of Newsletter Editor, Web Site Editor and Advocacy Ambassador.
- REPORTS TO:** Council Chair and Leadership Committee
- METHOD OF APPOINTMENT:** The Council Chair, in consultation with the Vice Chair and the Committee Chair shall appoint Committee members.
- TERM OF OFFICE:** Members shall serve two-year terms beginning Dec. 1st and ending Nov. 30th. Terms shall be staggered for continuity. Members who are not ex-officio members may be re-appointed for a second two-year term.
- FREQUENCY OF MEETINGS:** The Committee shall meet via teleconference 3-4 times per year and will meet face-to-face at scientific meetings, if a majority of members will be attending. The time commitment will vary, but should not exceed an average of 1-3 hours per month. Special projects may require additional time.
- STAFFED BY:** AHA Science & Medicine Advisor and AHA Council Manager
- RESPONSIBILITIES:** **Committee Responsibilities:**
- Review the structure and operating plan of the committee, including policies, procedures and assignment of responsibilities.
 - Develop and implement an annual written plan and budget that will include strategies for recruitment, retention and the active involvement of members and fellows.
 - Promote new member recruitment by the Leadership Committee members, including recommending recruiting goals, providing current recruiting materials, and modeling personal involvement.

- Increase the participation of current members by coordinating with the Program Committee to inform members of Council activities.
- Review and maintain appropriate application forms and review procedures for membership categories.
- Consult with staff to identify potential candidate pools and generate ideas for recruiting activities (e.g. mailing campaigns, web page recruiting, and activities during conferences, one-on-one leadership recruiting efforts.)
- Identify and promote benefits of membership.
- Evaluate the Council's performance in retaining members and make recommendations to the Leadership Committee as needed.
- File a written report on the Committee's activities at least 3 weeks prior to each Leadership Committee meeting.
- Include strategies for determining the informational needs of council members and outside customers/groups, methods for seeking pertinent information and optimum dissemination modes.
- Align Council communications to facilitate the transfer of information that will further the goals and missions of the Council and of AHA.
- Working with AHA staff, edit and publish quarterly issues of the Council Newsletter each year and continually update the content of the Council web site.
- Maintain communication with council membership about Council and AHA issues, activities and policies and about AHA and Council linkages with other organizations and federal agencies (e.g., other councils, NIH, etc.)

Chairperson's Responsibilities:

- Attend Leadership Committee meetings and present Committee report.
- Provide guidance and orientation to members.
- Appoint and oversee a Newsletter Editor and Web Site Editor.
- Preside over Committee meetings, working with AHA staff to schedule and prepare agendas.
- Lead discussions at meetings and monitor activities.
- Review minutes of Committee meetings.
- Work with Committee and AHA staff to develop an annual plan and budget and to oversee projects.
- Assign responsibilities as needed.

- Present Committee report at Annual Business Meeting.

Web Site Editor's Responsibilities:

- Work with AHA staff to design and monitor web site content.
- Draft Council and/or Committee members to assist with content development and maintenance.
- Monitor site monthly.
- Committee roster changes on 12/1.
- Links to important events (HBPR Conference, Scientific Sessions, conferences, newsletter and membership sites, AHA programs and tools).
- Outdated kudos, potpourri or announcements.
- Current and active hot links.
- Update research grants awarded, new fellows, lecturers, awardees, programs. opportunities, etc..
- Work with Council committees and members to seek newsworthy information to post on site.
- Respond to membership inquiries, forwarding pertinent information to AHA.

Newsletter Editor's Responsibilities:

- Draft Council and/or Committee members to assist with content development and design.
- Work with AHA staff to determine deadlines and timelines for newsletter processing.
- Be familiar with the guidelines provided by AHA staff for process and content.
- Request reports and information from committee chairs, scientists, Council members, awardees, AHA staff, etc.
- Gather and compile reports, articles and other information.
- Transmit documents to the AHA Communications Manager via email (preferred method) and Dropbox
- Monitor status of newsletter publication process.
- Review and edit newsletter drafts and return promptly.

Recommended Timeline:

- Winter/Spring: Meet to develop annual plan. Review and update information needs for web site and newsletter.
- Spring: Present proposed annual plan and budget to Leadership Committee for approval and recommendations.
- Spring/Summer: Meet to discuss revision and implementation of plans.
- Summer: Provide material to AHA staff for a fall newsletter.
- Early Fall: Meet to review Committee activities and progress, revise plan as needed, and prepare report for Leadership Committee.
- Fall: Present report to Leadership Committee and ask for recommendations.

- Winter: Provide material to AHA staff for a spring newsletter. Meet and continue to implement, revise and monitor plans.

Revised May, 2016