



## **COUNCIL ON CLINICAL CARDIOLOGY (CLCD)**

### **MEMBERSHIP & COMMUNICATIONS COMMITTEE COMMISSION**

#### **SCOPE:**

This committee is charged with promoting and enhancing diverse Membership throughout the Council through recruitment and retention programs. Additionally, they work to promote cardiovascular disease and stroke advances through increased communication, both within AHA and externally, of relevant issues and findings in the areas of excellence in clinical cardiology, advance the science in a variety of clinical cardiology areas, and foster professional development and education.

#### **NUMBER OF MEMBERS:**

10 - 15 Members.

#### **MEMBERS:**

The Membership & Communications Committee shall be comprised of:

Chair

Vice Chair

Immediate Past Chair

Advocacy Ambassador

Journal Editor (if applicable)

Up to 10 additional Members

**REPORTS TO:** Council Chair and Leadership Committee

#### **APPOINTMENT TO THE COMMITTEE:**

Nominations for the officers and Members of this committee are vetted and decided on by the Council Nominating Committee, chaired by the Immediate Past Chair.

Nominees come from numerous sources including input from the committee Chair and Vice Chair, suggestions from other volunteers, the Science Volunteer Form in Professional Heart Daily as well as relevant staff input.

#### **TERM OF SERVICE:**

Terms begin on July 1st and end on June 30th and shall be staggered for continuity. The Chair, Vice Chair and Immediate Past Chair only serve one two-year term in those positions. Members and liaisons on the committee serve a two-year term but are eligible to be re-invited for a second two-year term after which time they are replaced.

#### **FREQUENCY OF MEETINGS:**

The Committee shall meet via teleconference 3-4 times per year. The time commitment will vary but should not exceed 1-3 hours per month. Special projects may require an additional time commitment.



#### RESPONSIBILITIES/OBJECTIVES:

- Review the structure and operating plan of the committee, including policies, procedures and assignment of responsibilities.
- With the Council Marketing Manager, develop and implement a marketing plan and corresponding budget that will include strategies for recruitment, retention and active involvement of Members and fellows with the goal of having a widely diverse council.
- Promote new Member recruitment including recommending recruiting goals, providing current recruiting materials, and modeling personal involvement.
- Increase the participation of current Members. Utilize resources both within and outside the Council and AHA.
- Consult with staff to identify potential candidate pools and generate ideas for recruiting activities (e.g. mailing campaigns, web or social media 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.
- Continually improve and enhance the Council's communication outlets to meet the needs of the Membership.
- Working with AHA staff, provide and edit content for Council Connections.
- Working with AHA staff, provide content for the Council's web site, continually updating and supplementing information.
- 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, NHLBI, SCA, ECC Committee).
- The Committee will provide leadership and guidance to the Council in the development, implementation and support of an advocacy program that is strategically aligned with AHA's goals.
- The Advocacy Ambassador will communicate important advocacy issues to the Council Leadership Committee during their Operational meetings and Membership as needed.
- The Committee will encourage Council Members to participate in AHA advocacy efforts, including Lobby Day.
- File a written report on the Committee's activities at least 3 weeks prior to each Leadership Committee meeting.

#### CHAIRPERSON'S RESPONSIBILITIES:

- Facilitate the business of the committee in an efficient and timely manner.
- Attend Leadership Committee meetings and present the Membership & Communications Committee report.
- Work with AHA staff to set meeting dates and times.
- Work with staff to develop meeting agendas that will move the work of the committee forward and support the Council's and AHA's goals.
- Provide guidance and orientation to Members.
- Lead discussions at meetings and monitor activities.



- Review minutes of Committee meetings.
- Work with Committee and AHA staff to develop an annual marketing plan and budget and to oversee projects.
- Assign responsibilities as needed.
- With the Vice Chair and Immediate Past Chair, provide recommendations to the Nominating Committee regarding committee Member renewals and replacements during nominations in the spring.

#### VICE CHAIR'S RESPONSIBILITIES:

- Assist the Chair in planning and monitoring activities.
- Preside over Committee meetings in the absence of the Chair,
- Attend Leadership Committee meetings and present reports in absence of Chair.
- Assume role of Chair at the end of term as Vice Chair.
- With Chair and Immediate Past Chair, provide recommendations to the Nominating Committee regarding committee Member renewals and replacement during nominations in spring.

#### IMMEDIATE PAST CHAIR:

- Serve as an advisor to the committee.
- Preside over Committee meetings in the absence of the Chair and Vice Chair.
- With Chair and Vice Chair, provide recommendations to the Nominating Committee regarding committee Member renewals and replacement during nominations in spring.

#### STAFFED BY:

Council Marketing Manager and Council Manager