

**COMMISSION
MEMBERSHIP & COMMUNICATIONS COMMITTEE
COUNCIL ON LIFELONG CONGENITAL HEART DISEASE AND HEART HEALTH
IN THE YOUNG (YOUNG HEARTS)**

- NUMBER OF MEMBERS: 5-6 Members.
- METHOD OF APPOINTMENT: The Council Chair in conjunction with the Vice Chair and Committee Chair shall appoint committee members.
- The Membership and Communications Committee shall be comprised of the following: Chair, Newsletter Editor, Web Content Editor, and 2-3 at-large members.
- TERM OF OFFICE: Term shall be for two years unless otherwise specified (July – June). Terms shall be staggered to insure continuity. Members may be re-elected for one term.
- FREQUENCY OF MEETINGS: The committee will meet via teleconference as needed but no more than 3-4 times per year. Time commitment will vary, but shall not exceed 1-3 hours per month.
- RESPONSIBILITIES: To conduct the affairs of the Council as it relates to membership and communications, in conjunction with AHA staff.
1. Identify and promote benefits of membership and fellowship.
 2. Consult with staff to identify potential candidate pools for recruitment and generate recruiting ideas.
 3. Promote new member and new fellow recruiting using Member-Get-A-Member and other platforms.
 4. Communicate timely information to Council members through use of bulk emails and web (i.e. legislative issues, important meetings and other significant developments).
 5. Submit timely content for the *Connections* newsletter.
 6. Monitor and update web content.
 7. Increase participation of members and fellows.
 8. Consult with staff on the development of marketing collateral, including marketing brochures and other pieces.
 9. Participate in content development for the Learning Library on my.americanheart.org
 10. Provide the committee report and membership numbers at the Council Leadership Committee meetings (Chair of the committee).

Approved July 1, 2010.