

**MEMBERSHIP & COMMUNICATIONS COMMITTEE COMMISSION
OF
COUNCIL ON THE KIDNEY IN CARDIOVASCULAR DISEASE**

PURPOSE To promote and enhance membership in the Council Through recruitment and retention programs. To promote cardiovascular disease and stroke advances through increased communication, both within AHA and externally, of relevant issues and findings in the areas of kidney and CVD.

NUMBER OF MEMBERS: The Committee shall be comprised of a Chair, two Vice-Chairs and 3 members drawn from the Council. Two members each shall be assigned to: 1) newsletter, 2) social media, 3) expanding and retaining membership.

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 July 1st and ending June 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 2 times per year and/or face-to-face at scientific meetings (Hypertension Council, APS and/or ASN meetings) to outline committee goals and their implementation. Practically, the Committee must communicate by email quarterly to outline actions necessary for the *Connections* newsletter, parallel content to be posted on social media (AHA Facebook, ASN Open Forum Digest, APS Sections Digest), and membership outreach to these groups. The time commitment will vary, but should not exceed an average of 1-3 hours per month. Special projects may require additional time.

RESPONSIBILITIES:

Committee Responsibilities:

- Review the structure and operating plan of the committee, including policies, procedures and assignment

of responsibilities.

- Develop yearly strategies for recruitment, retention.
- Update and provide recruiting materials to KCVD Leadership for distribution at meetings they attend. .
- Consult with staff to identify potential candidate pools and generate ideas for recruiting activities
- Identify and promote benefits of membership for recruitment/retention materials.
 - 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.
- Working with AHA staff, edit and publish quarterly issues of *Connections* and, quarterly, update the content of the KCVD web site.

Chairperson's Responsibilities:

- Attend Leadership Committee meetings and present Committee report.
- Work with Committee and AHA staff to develop an annual plan and to oversee projects.
- Assign responsibilities on a quarterly basis.
- Oversee a *Connections* Editor Vice Chair and the Social Media Vice Chair
- Recruit and train one of the Membership and Communications members to assist with membership goals:
 - Work with members and staff to develop recruiting materials and strategies for increasing membership
 - One month before AHA grant submission deadlines, post a statement (ASN Open Forum digest, APS Section Digests) encouraging kidney researchers to join the KCVD Council as their First Choice (and why).
 - Distribute recruitment materials (stickers, cards, *Connections* pages) at meetings large and small.
 - Preside over phone conferences and initiate quarterly emails. Work with AHA staff to schedule and prepare agendas.
- Present Committee report at Annual Business Meeting.

Social Media vice Chair Responsibilities:

- Recruit and train one of the Membership and Communications members to assist with social media.

- Work with KCVD Chair, *Connections* editor, and AHA staff to develop content for quarterly *Connections* and to post relevant content on KCVD web site, to ASN Open Forum Digest, and to APS Section Digests (Renal, WEH, CaMP). Seek newsworthy information to post on sites.

Newsletter Editor Vice Chair Responsibilities:

- Recruit and train one of the Membership and Communications members to assist with the Quarterly *Connections*.
- 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 and theme of each issue.
- Provide *Connections* draft to Membership and Communications committee members for feedback and discuss aspects to be posted on social media sites.

Recommended Timeline:

- Quarterly communications with 6 members by email or phone 3-4 weeks prior to *Connections* deadline to discuss content for *Connections* and for Social media as well as strategies to increase and retain members
- Fall: Present report to Leadership Committee and ask for recommendations.

Revised May, 2016