

# *Chapter Spotlight Series*

# 2022 Chapter Recognition



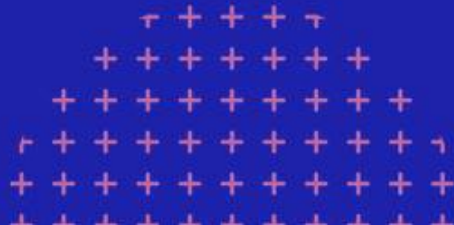
- Iowa
- Maryland
- North Carolina
- Ontario
- Wisconsin



- Dallas-Fort Worth
- Northern Ohio
- South Florida



- Alabama
- Georgia
- National Capital Area
- New England
- New Jersey
- Northern California
- South Carolina



# Chapter Recognition Overview



This program will spotlight the amazing work dedicated volunteers perform every year and illustrate the impact chapters have on the HIMSS mission and the chapter program.



Chapters may be recognized in consecutive years



Submission open August 1 to November 1, 2023



Recognition Levels: Bronze, Silver, and Gold



Learn more <https://clra.himsschapter.org/awards-0>

# Chapter Recognition

## Bronze Level

- ✓ Chapter must be in **good standing** for the full fiscal year.
- ✓ Meets the minimum requirements: offer **twelve education hours**, distribute **four communications**, and hold **four board meetings**.
- ✓ Meet all expectations established through the HIMSS Governance and Policy Manual.
- ✓ Submitted the **complete HIMSS Accountability Reporting components by each deadline**. (Board List - July 1, Administrative Report - August 1, Financial Report - November 1)
- ✓ Chapter had **representation at the Chapter Leader Exchange**.
- ✓ Chapter board members actively **participate in HIMSS webinar trainings** (a minimum of two board members attend two trainings).

*Chapter Engagement team verifies, no nomination needed.*



# Chapter Recognition

## Silver Level

*Submission open August 1, 2023 to November 1, 2023*

### Engagement

- ✓ Offers outstanding value to members through **events, education, innovative initiatives, and collaboration** with HIMSS chapters and like-minded organizations.
- ✓ Utilizes **Global Healthy Equity Week and Global Health Conference marketing toolkit** to promote engagement of global HIMSS initiatives.
- ✓ Regularly engage with members through **email and social media channels**.
- ✓ Actively engages in **member recruitment and retention** efforts.
- ✓ **Outreach to students** through mentorship, scholarship, or other engagement opportunities.

### Board Management

- ✓ Chapter has an **onboarding process** for making all members feel welcomed and gives opportunities to engage and volunteer.
- ✓ Chapter has established a successful **board orientation and transition program** that includes training new leadership and provides peer-to-peer mentorship.
- ✓ Follow **financial management best practices**.
- ✓ Clear **committee structure** to cultivate volunteer pipeline and engage members in all facets of chapter development, including micro-volunteer opportunities.



# Chapter Recognition

## Gold Level

Submission open August 1, 2023 to November 1, 2023

### Local Impact

- ✓ Chapter has made a **positive health IT impact** in the chapter territory.
- ✓ Chapter adjusts to change by **innovating programs and improving processes** year over year.
- ✓ Leads initiative or program that provides additional **value to members**.
- ✓ Hosted an event during both **Global Conference and Global Health Equity Week**.

### Positive Outcomes

- ✓ Supports **succession planning** by engaging members and volunteers at different engagement and professional levels.
- ✓ Provides **positive volunteer experience** and board relations for all volunteers.
- ✓ Shown **growth in chapter membership** through meeting or exceeding membership recruitment and retention goals.
- ✓ Utilizes **OA ambassadors** to engage with local organizations and maintain current relationships.

*To achieve Gold Level recognition the chapter must meet Bronze and Silver levels. A short essay is required to justify why the chapter has accomplished this level of recognition.*



# Member Engagement

June 21, 2023



## *Student Engagement*

Alabama  
Dr. Sue Feldman



## *Member Engagement*

South Carolina  
Angel Bourdon



## *New Members*

South Florida  
Leon Green



# *Student Engagement*

**Alabama**

Dr. Sue Feldman



# What We Do

## ***Student Liaison***

Mentored by the Academic Liaison facilitating a student-to-student approach



## ***Student Scholarships***

Recognizing student accomplishments and partnering with programs to send students to HIMSS



## ***Expanded Engagement***

Increased reach to Public Health, Pharmacy, etc. programs



## ***Increase Student Membership***

Student Liaison does a presentation to each program outlining chapter and HIMSS level benefits



## ***HIMSS Student Case Competition Awardees***

Case competition participants all 4 years of the program led to a lot of PR for students



## ***Increase Awareness***

Challenging to have action and growth without awareness



# *Student Engagement*

Student Liaison

Scholarships

- Since 2015, we have awarded \$57,447
- Student poster competition

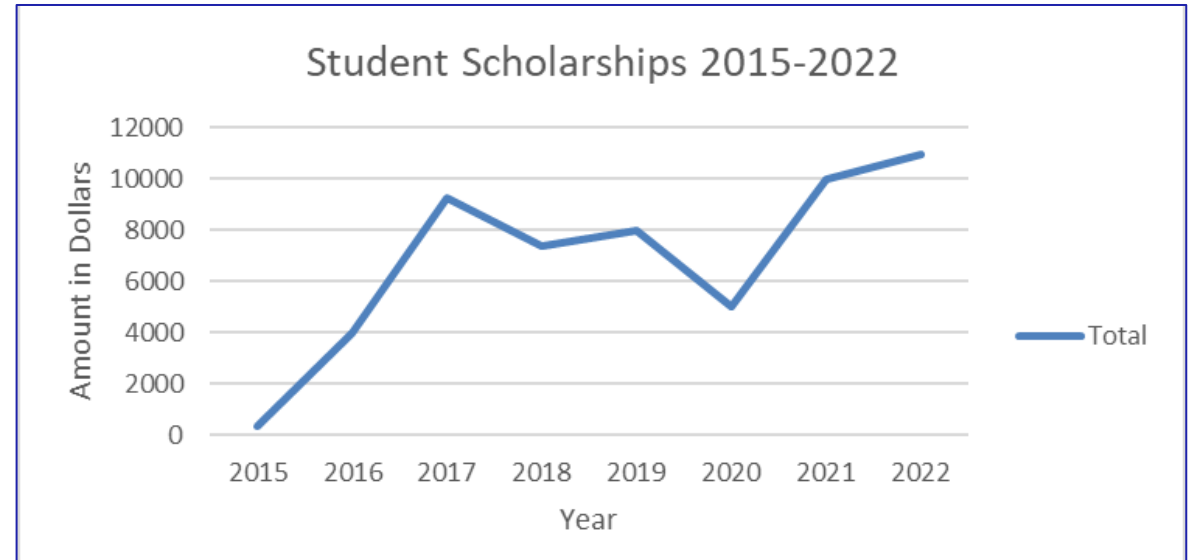
Membership

Expanded awareness to other schools with different programs such as Public Health

Engagement through social media and email

Mentorship of the Student Liaison

HIMSS case competition awardees



# *Member Engagement*

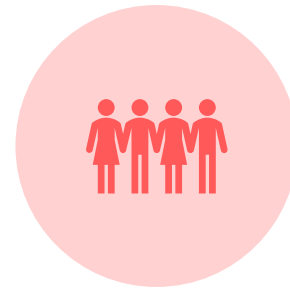
**South Carolina**

Angel Bourdon

# Member Retention Strategies



1:1 recruitment from Board members to potential members



Retention efforts include engaging board members in defining SCHIMSS strategy and membership groups



Review of member listing to determine how to re-engage previously active members and organizations



SC HIMSS provides 1-2 scholarships per year that serve as recruitment mechanisms for involving students in the strategies of the board

# *Member Engagement with Events*



## Annual Conference

Hosted at a member venue instead of convention center or hotel

Will rotate venues at different state locations



## Advocacy

Virtual advocacy march to coincide with Global Health Equity Week

Engage members in state legislative letter writing campaign

# *New Members*

**South Florida**

Leon Green

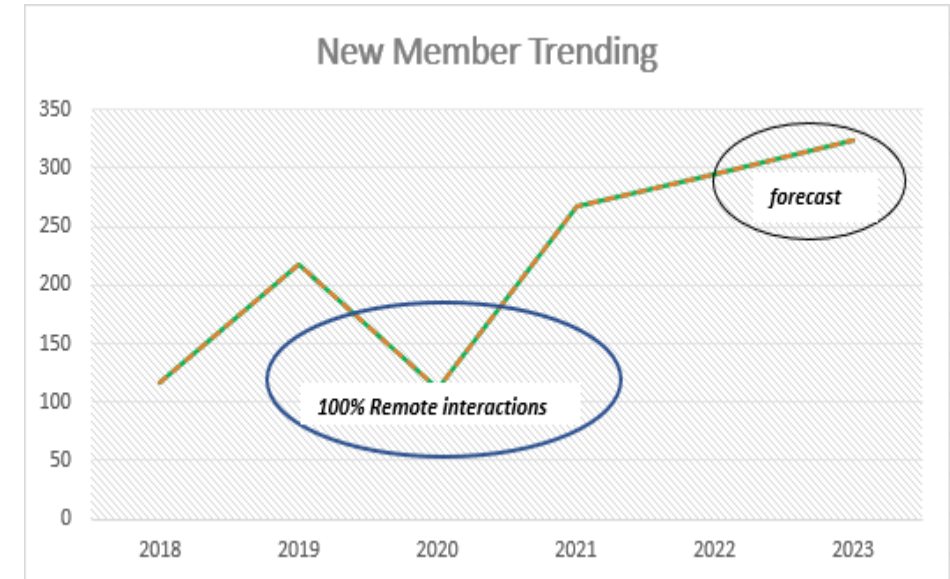
# New Member Growth

## Year-over-Year

- ✓ 180+ New Membership increase, except 2020
- ✓ 200+ forecast for Chapter Year 2023

## Engagement through

- ✓ New Member Welcome Letter
- ✓ New Member Orientation
- ✓ Personalize outreach to serve/volunteer on Board Committees
- ✓ F2F events that engages New Members





# *New Member Engagement Strategies*



Monthly New Member  
Welcome Letter



Quarterly New Member  
Orientations



Personalize outreach to  
serve/volunteer on Board  
Committees



Do events that engages New  
Members throughout the  
Chapter Year

# How We Do engage



## Monthly New Member Welcome Letter

Get Monthly Roster from HIMSS  
Update SFLHIMSS Member Database  
Generate list of new members  
Send Welcome Letter to new members



## Quarterly Orientation

New members register for orientation on SFLHIMSS Website Calendar of events

Membership Co-Chairs conduct orientation with active support of Membership Committee members



## Collaborate with Programs/Communications Committee on F2F events

### Annual Events:

- Golf Scholarship Fundraiser
- HIT Day in Tallahassee
- End-of-Year Meet the Board Mixer



## Personalize Outreach

Assign committee members to reach out to new members who share career interest/common workplace/volunteer interest

*Questions?*



***Save the Date***

## ***Chapter Professional Certification Instructor Course***

***June 28 | 12:00 – 2:00 pm CT | \$99 Webinar and Training Materials***

- Describe the purpose of the HIMSS professional certification program
- Review the application, examination and recertification processes
- Define the train the trainer program
- Orient trainers to the materials available to them
- Define best practices for conducting review courses

## ***Chapter Leader Onboarding***

***July 12 | 2:00 – 3:00 pm CT***

All chapter leaders are encouraged to attend this onboarding session. The Chapter Engagement team will discuss chapter governance, the requirements of being a chapter, chapter benefits, and brand usage.

# Accountability Reporting Timeline

<http://clra.himsschapter.org/Accountability-Reporting>

