

MEMBER ENGAGEMENT STANDING COMMITTEE

Many of the achievements of the American Pharmacists Association (APhA) and the APhA New Practitioner Network (NPN) are a direct result of the dedication and involvement of its members. To ensure ongoing success, the Association must remain responsive to the needs, desires, and values of its membership, which can evolve as new practitioner members begin their professional careers. Members of this committee must assist the Association in identifying these needs and desires, and adapting outreach efforts as necessary. Members must also evaluate opportunities for involvement within the Association to ensure that new practitioners become and remain actively involved members in the Association.

Committee Composition:

- APhA New Practitioner Advisory Committee Liaison (Member-at-large)
- Chair, selected from the four committee members by the APhA New Practitioner Advisory Committee
- Four committee members

Staff Liaison: Crystal Atwell, APhA Director of Student & New Practitioner Development

Responsibilities:

The Member Engagement Standing Committee is charged to:

- Promote active membership in the Association by increasing new practitioner awareness and utilization of member benefits
- Identify the needs, desires, and values of new practitioners as they relate to Association membership and represent these perspectives to membership development staff in the interest of optimizing membership marketing efforts
- Review, evaluate, and develop marketing messages aimed at recruiting and retaining new practitioner members
- Identify opportunities to improve recruitment and retention strategies for student members as they transition into new practitioners
- Participate in the continuing development of the APhA New Practitioner Mentor Program
- Coordinate/enhance grassroots membership recruitment and development
- Analyze and evaluate the dues structure for new practitioner members, ensuring responsiveness to Association and member needs
- Assist with the coordination and development of the APhA New Practitioner Mentor Program
- Evaluate leadership and involvement opportunities for new practitioners within the APhA NPN and Association at-large
- Prepare timely reports for the APhA New Practitioner Advisory Committee and APhA staff
- Other duties as appropriate

Meeting/Travel Obligations:

<i>Event</i>	Event Date	Encouraged to Attend	Required to Attend
<i>APhA2019 Annual Meeting & Expo</i>	March 22-25, 2019	Yes	—
<i>APhA Day of NP LIFE</i>	July 19-20, 2019	Yes	—
<i>APhA-ASP Midyear Regional Meetings</i>	Oct-Nov 2019	Yes	—
<i>APhA2020 Annual Meeting & Expo</i>	March 20-23, 2020	Yes	—
<i>Monthly Conference Calls</i>	Monthly	—	Yes