Date: January 2020  
Committee: Member Services Committee (MSC)  
Chair: DeAnn Richards, RN, BSN, CIC, CPHQ, CPPS  
Vice-Chair: Randy Ennis, BBA, ASN, CIC  
Staff liaison(s): Sara Miller, Senior Director, Membership  
Crystal Edwards, Associate Director, Component Relations  

Purpose of Committee: The Member Services Committee is responsible for adding value to APIC membership through the creation and implementation of new membership policies and programs. The committee oversees the development of new membership initiatives and engagement programs. This committee also provides oversight for chapters and sections.  

Items for Board Consideration/Vote: N/A  

Recent Deliverables (July -December 2019):  

- Chapter Resources  

- Chapter Health Survey (October-November)  
  - Expanded survey again included chapter health questions (scored) and chapter needs questions (not scored).  
  - In late December, each chapter received a personalized scorecard with their 2018 and 2019 health results based upon self-reported information.  
  - Findings from chapter needs/satisfaction will influence committee’s 2020 workplan.  

Chapter Health Survey: 2018-2019 Results  

<table>
<thead>
<tr>
<th></th>
<th>2019 85 chapters</th>
<th>2018 88 chapters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average Score</td>
<td>Range</td>
</tr>
<tr>
<td>Total Score</td>
<td>55</td>
<td>14-91</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>15</td>
<td>1-24</td>
</tr>
<tr>
<td>Leadership</td>
<td>10</td>
<td>0-16</td>
</tr>
<tr>
<td>Member Services</td>
<td>22</td>
<td>0-42</td>
</tr>
<tr>
<td>Member Engagement</td>
<td>8</td>
<td>0-12</td>
</tr>
</tbody>
</table>
## Short-term initiatives:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Status</th>
<th>SP 2020</th>
</tr>
</thead>
</table>
| Support APIC’s 2019 new member goal by recruiting IPs and reaching out to new members. (New for 2019) | o MSC completed the trial program to recruit new members (April-December), using recruiter cards and flyers, resulting in 10 new members.  
  o MSC continued to contact all new members each month which produced several follow-up questions regarding APIC products as well as numerous “Thank you” messages from the new members.  
  o All efforts will continue in 2020. | CC      |
| Support APIC’s 2019 membership goal by contacting renewing members.       | o Starting in September, MSC contacted all members due to renew within a particular month. The outreach resulted in a few questions as well as updates to contact information.  
  o Effort will continue in 2020. | CC      |
| Assess and produce resources for chapter leaders.                        | o The committee continued to serve as chapter liaisons. The program will be expanded to include direct outreach to new chapter leaders in 2020.  
  o Chapter Leader Manual and Chapter Treasurer’s Manual revisions were completed. Resources are available in the newly revised Chapter Leader Resource Center.  
  o Based on chapter leader feedback, Chapter Leader News was increased to a monthly email (instead of bimonthly) and MSC members contribute an article for each issue. Effort will continue in 2020.  
  o New format of the Chapter Leader Meeting at 2019 Annual Conference was well-received. Hackathon notes were reviewed by a subgroup that identified opportunities for additional chapter resources and support in 2020. | CC      |
| Enhance member engagement through overhaul of APIC’s online communities and launch of onboarding campaign. (New for 2019) | o APIC contracted with an outside consultant to review/assess the current set-up and provide recommendations. The Committee has reviewed initial opportunities (including a new logo) and is waiting on the final report.  
  o For 2020, APIC will complete the community project and the MSC will determine next steps. Potential changes include: outreach to new members, badges, and a revamped digest. | CC      |
| Reimagine Membership events at the Annual Conference, including Chapter Leader meetings and APIC Central engagement activity/game. (New for 2019) | o New events were successfully launched at the 2019 Annual Conference, including chapter leader meeting, chapter website training, Clean the World at APIC Central, and updated design at APIC Central.  
  o For 2020, the committee will assist with the Chapter Leader Meeting (expanded to a full day) and the New IP Networking event. Committee will also weigh-in on APIC Central redesign. | CC      |
| Increase usage of online member communities.                             | o Project is on hold while MSC and APIC staff overhaul the online communities. (See above.)                                                                                                           | CC      |
### Long-term initiatives:

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Status</th>
<th>SP 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with APIC staff to review member data and develop new membership model.</td>
<td>o APIC staff conducted three focus groups at the Annual Conference (June 2019) and conducted member interviews in Phoenix (November 2019). MSC members shared feedback from members based on informal conversations and the new member/renewing member outreach noted above. o APIC staff completed the 2019 Member Needs Assessment survey (July-August 2019). MSC assisted with questions and discussed results.</td>
<td>CC</td>
</tr>
</tbody>
</table>

Please indicate which strategic goal as part of Strategic Plan 2020 that each initiative supports using the following abbreviations: PS = Patient Safety, IS = Implementation Science, CC = Competency and Certification, PP = Advocacy/Public Policy, DS = Data Standardization.
Draft 2020 Workplan

Annual Conference
1. Assist with Chapter Leader Day
2. Assist with New IP Networking event
3. Manage on-site mentoring program (TBD)

Marketing
4. Contact new members (monthly)
5. Contact renewing members (monthly)
6. Promote membership at local/regional events
7. Assist with planning and launching of new Membership Model

Chapters
8. Contribute content to Chapter Leader News (monthly)
9. Attend bi-monthly Chapter Leader call (as available)
10. Serve as liaison to assigned regions
11. Assist with new chapter leader onboarding
12. Address issues identified via 2019 Chapter Health Survey
13. Launch chapter-to-chapter mentoring program (TBD)

Communities
14. Assist with site refresh
15. Organize content library
16. Serve as liaison(s) to new communities (TBD)
17. Evaluate new community requests

Ongoing
18. Update membership policies as needed
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**Chair**
DeAnn Richards, RN, BSN, CIC, CPHQ, CPPS
MetaStar, Inc.
Madison, WI
*Term Expires: 12/31/2020*

**Vice Chair**
Randy Ennis, BBA, ASN, CIC
Northside Hospital Cherokee
Canton, GA
*Term Expires: 12/31/2020*

**Members with Terms Expiring 12/31/2020**
- Jessica Hayashi, MS, RN, CIC, CPHQ, FACHE, FAPIC
  Stratton VA Medical Center
  Albany, NY
- Brenda Naylor, MSN, RN, CIC
  Promedica Toledo Hospital
  Toledo, OH
- Anne Reeths, RN, MS, CIC, FAPIC
  Advocate Aurora Health
  Green Bay, WI

**Members with Terms Expiring 12/31/2021**
- Sherry Acosta, RN, MPH, CIC
  Brian D Allgood Army Community Hospital
  Seoul, South Korea
- JoAnn Adkins, BSN, RN, CIC, FAPIC
  Pennsylvania Patient Safety Authority
  Harrisburg, PA
- Debi Hopfner, RN, BSN, CIC, MSC
  St. John Hospital and Medical Center
  Gross Pointe Woods, MI

**Members with Terms Expiring 12/31/2022**
- Andrea Harper, MS, MLS(ASCP), CIC, CPHQ, CPPS
  St Joseph Hospital-A member of Covenant Health
  Meredith, NH
- Sara Podczervinski, RN, MPH, CIC, FAPIC
  Washington State Department of Health
  Shoreline, WA
- Rachel Watson, MPH, CIC
  Baylor Scott & White Health
  Dallas, TX

**Senior Advisor (Board liaison)**
Lela Luper, RN, BS, CIC, FAPIC
Chickasaw Nation Department of Health
Ada, OK

**Staff Liaisons**
Sara Miller, MBA, CAE, PMP
Senior Director, Membership
Crystal Edwards
Assoc. Director, Component Relations
APIC received a request to form a new section, IPC Informatics, with the stated objective to provide a forum for members to exchange their views on Infection Prevention and Control (IPC) informatics that transcend healthcare settings, technology vendors, and technology configurations.

In compliance with APIC Policy Number 3.9.7,

2. Determination of eligibility for community establishment as well as approval and dissolution is the responsibility of the Member Services Committee working in collaboration with APIC Staff. The APIC Board of Directors shall be notified of any new established communities or dissolutions as they occur.

The Member Services Committee unanimously approved the request.

As with all sections, this new group will be available to current members at no additional cost.

Recommendation/Action Requested: This notification is informational only. No APIC Board action required.