



FHEA Membership Development Committee Report 18 February 2022

The Membership Development Committee held its first meeting on 26 January via ZOOM. Present on the call were William Westbay, John Hatfield, Tracey Galantine, Sarah Jeffcoat, Marty Streeper, and Felix Robinson. The Committee brainstormed strategies for maintaining and increasing membership. Some of the ideas included:

- Send out an introductory note about the committee – will be published in the next edition of the Whistle
- Establish a membership baseline to work with - Sarah has a list of ASHE members that we can use. She is currently reaching out to members to renew. She is also working on a list of those with a CHFM.
- Sync ASHE and FHEA memberships using that baseline
- Increase communications and publicity to members and non-members - discussed using USPS to send information to non-members
- Recognize members by using FHEA note cards – will be provided to districts at the next board meeting
- Use social media platforms – LinkedIn, Facebook, YouTube, and others
- Collaborate with other organizations - AFE, IFMA, FHA, Florida Nurses Association, and others. There was also discussion of potentially presenting at other association's events.
- Work through district programs and current membership activities - we discussed the idea of allowing a member to bring a non-member as a guest at a district meeting
- Offer free training for junior engineers as a way of getting FHEA recognition
- Use word of mouth – we discussed getting current members to reach out. This can be done after the ASHE, CHFM, hospital, and other lists are screened.
- Conduct membership drive events. – we discussed events such as food drives and volunteer events
- Creating a fund to assist in paying membership fees
- Survey current members
- Recognize new members in The Whistle
- Send out birthday wishes

The committee will hold regular meetings quarterly via ZOOM but may schedule more often as needed to kick things off. The next meeting will be held on March 2nd.