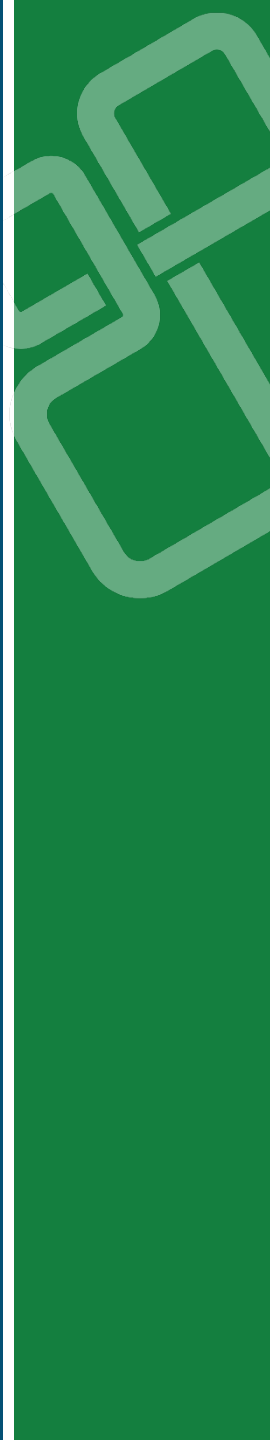




# Engaging Members CCHA PIAC & MAC

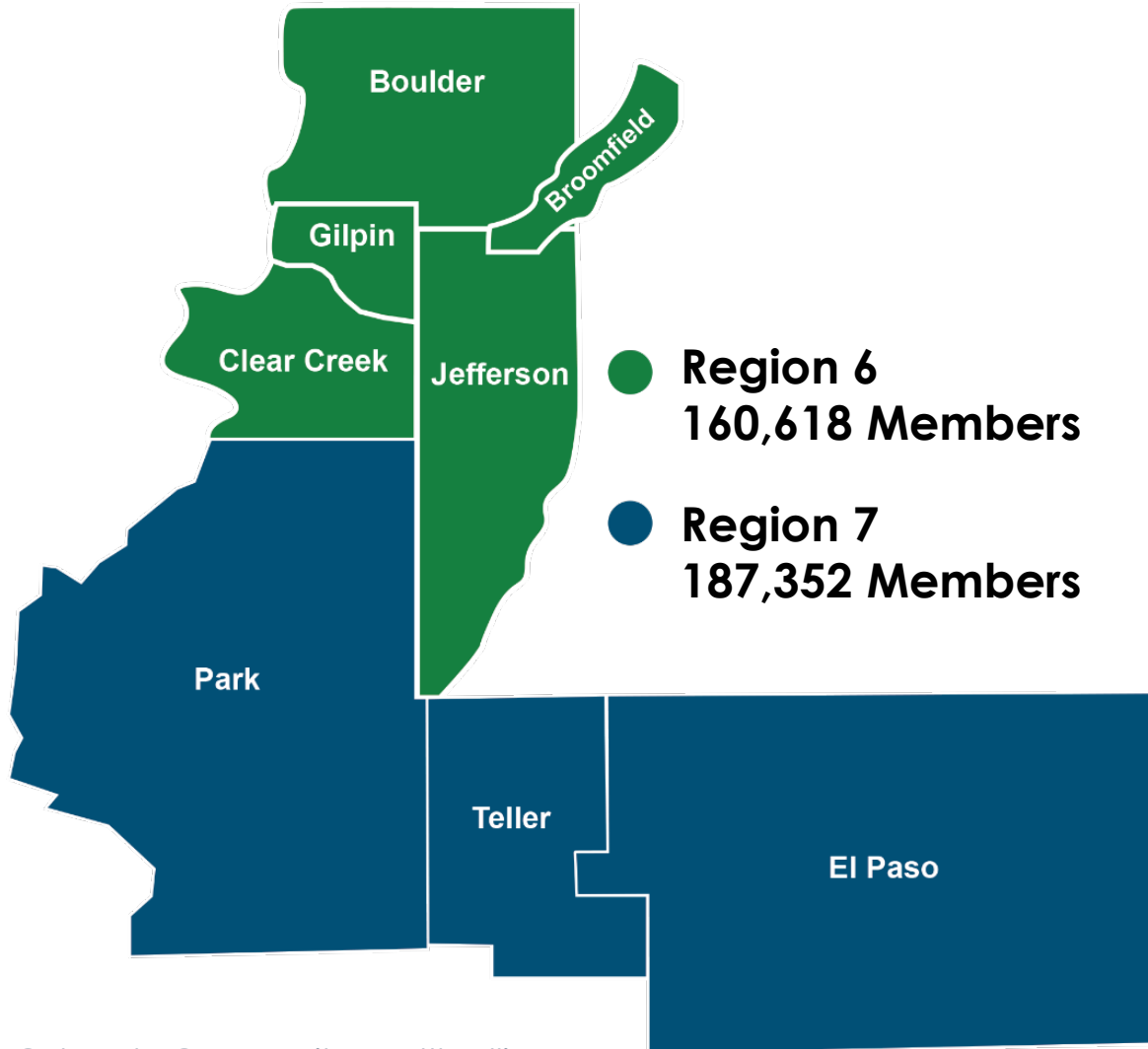
January 19, 2022



# Agenda

- CCHA RAE 6 & 7
- Best Practices
  - Community Incentive Program (CIP)
  - Member Feedback for Program Development
  - COVID-19 Virtual Engagement
  - Compensation / Benefits of Advisory Committees
- Challenges
  - Diverse Member Voice
  - Recruitment
- Questions

# CCHA RAE 6&7



# Best Practices

## Community Incentive Program (CIP)

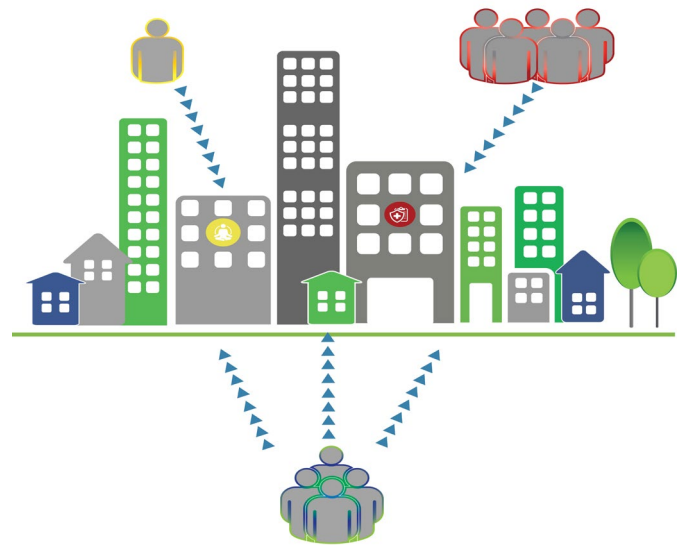
- Voting member is important
- See projects come to fruition
- Having a say in where funding goes
- Big picture and change with community incentive grants



# Best Practices

## Member Feedback for Program Development

- Maternity Program
- COVID-19 Vaccine Messaging Campaign
- Language and Accommodations
- Member education materials



# Best Practices

## COVID-19 Virtual Engagement

- Adapting to offer engagement opportunities
- Multi-layer approach to CCHA MAC
- Comfort level of members on meeting
- Direct member feedback on virtual engagement



# Best Practices

## Compensation / Benefits of Advisory Committees

- Compensation helps convey value
- Sense of contribution and purpose
- Welcoming nature of the committees
- Participation builds skills
- Aha moments from other members



# Challenges

- **Diverse Member Voice**
  - Committees should reflect the diverse needs of members
  - Leverage current member participants to help identify other members
- **Recruitment**
  - Need more members to join
  - Intimidated by “board/council”
  - Knowledge of the RAE and all the RAE can do



**Thank You**