#4

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Page 1: Committee Report Overview

Q1 Committee Name   **Membership Outreach**

Q2 2018-2019 Committee Chair(s) - (First name, Last name, Preferred Email in event of contact after graduation)

Laura Clark (laura.clark01@ipsos.com) / Elizabeth Beaulieu (lizzbeaulieu@gmail.com

Q3 2018-2019 Committee Members (First name, Last name, Preferred Email in event of contact after graduation)

Lei Wu – Texas A&M University
Faiza Fayyaz – University of Balochistan
Annie Yan – University of California, San Francisco
Anagha Gogate – University of North Carolina at Chapel Hill
Shaqib Al Hasan – St. John's University

Page 2: Report Summary

Q4 Committee Goals Established For The Year (Summarize each project with bullet points that break down the task)

Top goals:
Collaborate with current ISPOR Chapter Presidents of previously awarded Outstanding Chapter Universities from 2016 - 2018 to obtain feedback on member engagement guidelines and flyers
Tailor the member engagement guidelines and flyers to communicate the brand / benefits of ISPOR chapters housed in different programs
Tailor the benefits in the flyers to regions as well (through working with Regional Leads for regions to identify key benefits or gaps)
+ Define a performance measure for the level of engagement, and providing a baseline for this measurement, so that successive committees can use that for monitoring.

Q5 Achievements of Goals & Deliverables Executed During 2018-2019 (Note: This will be used for a blurb in the last issue of the Student Newsletter before the new Committees take over.)

Goal 1: To make available the existing flyers and update the member engagement guidelines developed by Membership Engagement Committee 2017-2018.

Accomplishments:
• Flyers developed by the 2017 – 2018 committee were uploaded to Google drive folder for revisions/approval and shared with Jason Cohen, Stacey Mauriello and Koen Degeling.
• Guidelines developed by 2017 – 2018 committee were updated with current examples/methods used in chapter development and engagement at ISPOR-UNCC and uploaded to Google drive folder for review/approval and shared with Jason Cohen, Stacey Mauriello and Koen Degeling.
o Next year's committee can take these guidelines and crop them down to 1-page prescriptions (i.e. the highlights with respect to timeline) for distribution to new and existing chapter presidents at three main time points (e.g. beginning of fall semester, beginning of spring semester, and at end of the academic year).

Goal 2: To collaborate with current ISPOR Chapter Presidents of previously awarded Outstanding Chapter Universities from 2016 - 2018 to obtain feedback on member engagement guidelines and flyers for incorporation/revision of the following (funded or non-funded):
● New Member Recruitment
● Educational Activities
● Networking Activities
● Social Activities
● Volunteer Activities
● Fundraising Activities

Accomplishments:
• We were unsuccessful in arranging conference calls with outstanding chapter presidents. However, the guidelines currently showcase some great examples for engaging student members. Next year's committee should move this goal forward and build on existing examples, as well as work on tailoring the time-point prescriptions (i.e. program/regional needs) per outstanding chapter feedback.

Goal 3: To tailor the member engagement guidelines and flyers to communicate the brand / benefits of ISPOR chapters housed in different program (PharmD, PhD, MS) concentrations (health economics, health policy, public health sciences, health services research, pharmacoepidemiology, etc.)

Accomplishments:
• We were successful in compiling a total of 4 new flyers demonstrating how different these flyers can be depending on program- and region-specific needs, mission and goals. Next year's committee should move this goal forward and continue developing examples of event/recruitment flyers that speak to the needs and efforts of a diverse group of ISPOR student chapters.

Goal 4: Define a performance measure for the level of engagement, and providing a baseline for this measurement, so that successive committees can use that for monitoring.
Accomplishments:
• Please refer to ISPOR-UNCC example shared with Jason Cohen, Stacey Mauriello, and Koen Degeling regarding measurement of member engagement. Again, this is specific to ISPOR-UNCC, therefore next year's committee should move this goal forward in brainstorming how best to measure engagement pending program- and region-specific resources available.

Q6 Committee Members' Roles (Do you break down the projects to have specific members of the Committee work on them? Separate roles by hitting Enter for another line)

Laura Clark - lead development of membership engagement guidelines and engagement assessment example

Elizabeth Beaulieu - committee correspondence and meeting minutes

All other members - lead development on recruitment flyers

Q7 Timeline For Any Open/Ongoing Projects

Open Projects - develop 3-one page prescriptions as highlighted in #5 above.

Q8 Biggest Challenges during the year? (Note: This may be used as part of a blurb for the Student Newsletter)

Identifying ways to best tailor guidelines and benefits to academic concentrations & regionally.

Q9 Solutions/Suggestions For Overcoming Challenges (Note: This may be used as part of a blurb for the Student Newsletter)

Suggestion - think about program and region-specific needs /resources and modify accordingly in future development of flyers.

Q10 Recommendations for Future Committee Members (Note: This may be used as part of a blurb for the Student Newsletter)

Focus on how to maximize ISPOR student potential with existing resources and event collaborations between regional ISPOR student chapters.

Q11 Google Doc Links (If N/A write that) & Key Resource Documents (email files to studentnetwork@ispor.org and indicate the name of each document in the box below.) NOTE: If you created a google drive that was outside of the one provided to you please be sure to transfer ownership of it to ISPOR by contacting us.

All documents should be available in the developed Google Drive folder. Please let me know if there are any issues and I can send each document individually.