

Membership Engagement & Peer Outreach Task Force

Charter

Under the guidance of the Membership Committee, develop and implement a pilot peer engagement and outreach program. Drive member engagement and knowledge of member value through varied communication platforms and outreach to members.



AONL Strategic Alignment Objective

Priority

- #1 Lead, Inspire, and Support the Health Care Workforce
- #3 Advance Nursing Leadership
- Eliminating Disparities in Health Care Outcomes
- Technology and Innovation

Objective

- Build community through engagement of new members on Leader2Leader members only community
- Encourage active membership participation and resource awareness via quarterly new member onboarding webinars
- Contribute to Annual Conference member engagement activities
- Share relevant AONL resources through Leader2Leader online community
- Gather new onboarding webinar feedback for continuous improvement on member engagement



Stakeholders

- Members and prospective members;
- Membership Committee chairs and members
- Volunteer leaders within the task force



Meeting Cadence

- Meetings are held monthly Feb – Nov.
- Additional business is conducted through email as needed



Deliverables

Deliverable	Target Date
Q1 New Member Onboarding Webinar	Mar
Annual Conference Assistance	Spring
Q2 New Member Onboarding Webinar	Jun
Q3 New Member Onboarding Webinar	Sep
Q4 New Member Onboarding Webinar	Nov
Leader2Leader New Member Engagement	Ongoing