

THE LEADING PROFESSIONAL SOCIETY FOR HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR) GLOBALLY

STUDENT CHAPTER DEVELOPMENT & MEMBER ENGAGEMENT GUIDELINES II.

This document is intended to be a resource for new ISPOR Student Chapters to guide their operations at the 6-month mark.

It is crucial for all members of your student chapter to be engaged throughout the year. Here are some ideas to keep all your members involved and engaged in organization activities.

- **Begin Succession Planning Process to ensure continuity**
 - Begin early to solicit for interested students to take on the chapter leader roles for the next term.
 - Hold a call for nominations and engage your Faculty Advisor in the process to help aid in identifying highly involved and motivated students
 - Plan to have the incoming leaders shadow the outgoing leaders from this point until they take over. (e.g., the term lengths are usually July 1st to June 30th.)

- **Recruitment**
 - Ask individuals to join if you know that they are interested.
 - Use inclusive language on your membership materials (avoid community-based language/slang and use standard language).
 - Make sure that you genuinely want to engage members and be able to articulate how and why.

- **Retention**
 - Co-program with other types of groups.
 - Determine how program topics impact your members.
 - Make sure that your programs meet the needs of all your members.
 - Ask members if things need to be changed to make you be a more inclusive group.
 - Are your meetings at accessible times and in accessible places for all?
 - Understand differences in priorities.
 - Make sure that the environment includes where all members feel heard.

- **Member Involvement & Activities**
 - Change things to meet the needs of your members.

- Grow leadership skills of those interested.
- Discourage cliques from forming.
- Give the members something to do, even if informally.
- Keep a log of student chapter activities that your organization sponsors throughout the year in preparation for and submission of the required Annual Report to ISPOR Student Network. Student chapters are expected to submit an Annual Report if you are an active chapter for more than 6 months and report for activities executed during that time. For example, if your chapter was formed in June 2019 then you will submit the Annual Report by January 31, 2020 for all activities that occurred between June 2019 and January 2020. Please note submission of the Annual Report is a requirement to maintain 'active' status as an ISPOR student chapter.

➤ **Communications Outline**

- Overarching goal of the communications plan – e.g., our communications efforts will build support from the general student body, campus leaders, and the broader ISPOR society around student needs.
- Objectives: 3-4 objectives that demonstrate how you plan to achieve your overarching goal
- Target Audiences: primary audiences to engage with your communications efforts – e.g., students, community leaders, general public, policymakers.
- Key Messages: 3-4 key messages related to your goal – e.g., we are working in partnership with community agencies, business and local governments to promote better policy
- Spokesperson and Partners: individuals, groups and organizations to help implement your plan. This may include college administrators, student government, or a representative from a local community group.
- Tactics: programs, strategies, and media efforts to help achieve your objectives and ultimately your goal – e.g., create products to promote the identified key messages.
- Timeline: when you will implement and complete each tactic in your plan.

STUDENT CHAPTER ENGAGEMENT METHODS

➤ **Tips for Successful Advertising**

- Cover the basics: event name, location, date, time, sponsoring organization(s), contact email, website, or social media account, an eye catching graphic.
- Take advantage of the prepared flyer templates available through the ISPOR Student Network.

➤ **Student Government Organization Showcase**

- Plan to have a booth or table set up at your Universities student programs and student organization event to attract new members to participate in your chapter.

➤ **Attract Engagement through Events**

- Educational Opportunities e.g. workshops
- Networking Opportunities e.g. alumni connection events
- Volunteering Opportunities that encourage community connection and chapter bonding

- You should have applied for a student chapter activity grant by this point as well
 - Chapter Activity Grant Application: <https://www.ispor.org/member-groups/students/student-chapter-president-resource-center>
 - Funding is available through ISPOR to support local chapter events.
 - Award (up to \$400 maximum) is obtainable through submission of an application for one of the 4 application periods as outlined in the application. A chapter may not receive more than \$400 during the year.
 - Submit an article within 30 days after your activity to Newsletter Committee.

➤ **Publicity and Communication - Examples**

- Newsletters: Student Organizations Newsletter or Weekend Newsletter
- Posters, Flyers, and Banners
- Digital Signage and Social Media promotion of the chapter (if available and not cost prohibitive to produce)
- Email
 - Email students, faculty, and staff you know are interested in the event. Draft an announcement or advertisement and send the message to your friends, asking them to forward it onward.
 - Depending on the information services policies at your university, it is possible that student organizations may not disclose or collect information in emails that they are privileged to access because of their position at the University. You may need to obtain approval from the appropriate administrative authority for some email distributions as well. Check with your university's office to learn their policy on student organization email correspondence.
- The University's Student Organization Website
- Bookstore Promotions
- Outdoor Bulletin Boards to post information about your chapter including events.
- Office of Public Relations: contact your university's Office of Public Relations for assistance with news events that are open to the community and/or are of community interest.