



Arkansas SOPHE 2018 – Kickoff Meeting Minutes

Thursday, April 12, 2018 | 2:00pm

Conference Call Attendees: Heather Hudson, Shannon Borchert, Ariel Schausler, Betty Hubbard, Anita Sego, Duston Moore, Dana Smith, Christiana Braddock, Mariska Jordan, Jacqueline Doss, Jaimi Allen, Denise Demers, and Kimberly Enoch

Introductions

2018 Officers

I.	President	Kimberly Enoch
II.	Past President	Tanielle Price
III.	President Elect	Nominee – Garrett Morgan (confirm by member vote)
IV.	Vice President	VACANT
V.	Treasurer	Sara Daniels
VI.	Secretary	VACANT
VII.	Historian	Carrie Poston (confirm member participation)
VIII.	National Delegate	Appointed – Heather Hudson (confirm by member vote)
IX.	MAL: Prof Prep	VACANT
X.	MAL: Awards	VACANT
XI.	MAL: Bylaws	Emogene Fox (confirm member participation)
XII.	MAL: Grants	Kerry Krell (confirm member participation)
XIII.	MAL: Conference	VACANT
XIV.	MAL: Membership	VACANT

Officer slate to be confirmed at next meeting in May based on Membership Survey and Nominations.

Membership Registration Costs:

\$30 - Professional Member

\$20 - Professional Member that is also a member of national SOPHE

\$15 - Student Member

Open Discussion – Arkansas SOPHE 2018 Expectations

Purpose / Scope of Work: Recruitment and Fundraising – increasing membership

Heather provided an update from the House of Delegate meeting including Chapter Task Force – Recommendations and Assessment Questions, a Chapter Task Force PPT update, and a SOPHE House of Delegates Chapter Annual Report Highlights. Please review these finding and recommendations as moving forward with Arkansas SOPHE.

Findings include memberships is declining for all chapters yet are they very active; higher membership fees than Arkansas; average budget is over \$11,000; and chapter development topics were discussed for improving membership engagement and encouraging the use of social media on national platform and advocacy efforts for local chapters.

Open Discussion – Possible APHA Transition

Arkansas SOPHE is discussing the transition to possibly add ARSOPHE under the APHA Public Health Education and Health Promotion umbrella. ARSOPHE will have the same officers and serve as subsidiary organization that will keep its own goals and missions. Comments include;

- The ARSOPHE mission may get lost in the collaborative.
- Some members want to keep it as a separate organizations with two state chapters for health education professionals
- Continue building ARSOPHE and agree with keeping separate
- Continue to look at the students that come out of the field and those employed to offer conference sections for areas of career opportunities and not just the health education aspects – APHA has done well for more than health – would like to see ARSOPHE provide additional inclusion for health education
- Maybe need one voice with the legislatures – rationale that we don't have a unified health voice to speak for lobbying and legislatures.

ARSOPHE will table until members and officers receive more information before we can make a decision. Jaqueline will provide an update including past minutes and information that will further clarify items for discussion.

2018 Arkansas SOPHE Conference

ARSOPHE would like to present the annual meeting. UCA can host Arkansas SOPHE on their campus during Health Education Week (HEW). UCA currently has six or more faculty members that are working with HEW and presenting a case competition where UCA will invite other colleges and universities to participate in the Case Competition. ARSOPHE can assist in recruitment and promotion. UCA is working with the Health Sciences club to combine activities for a campus wide initiative. This may be offered and replicated for additional college and university participation. Concerns were expressed regarding having the conference in October. Traditionally ARSOPHE did the conference in Spring, then in the last years it was moved to HEW.

After discussion; a one day conference was decided that the annual meeting will be held on October 17, 2018 during Health Education Week (October 15 – 19, 2018). We can charge for attendance to the conference, offer CEUs and provide a lunch and snack. A committee will be formed to work with the UCA group to ensure a smooth planning process. The National HEW is set by National SOPHE but we can alter ARSOPHE conference theme.

Additional Discussion Items

- National SOPHE approached Arkansas SOPHE to host the national SOPHE meeting in 2020. We were on short list of options; however, Atlanta will be the host city for 2020 based on the National Board's decision on April 3, 2018. Heather reached out to Dawn and they will keep us in the loop for future conferences.
- Create a Survey to poll Arkansas SOPHE membership and expectations for overall engagement, meeting dates/times for monthly conference call meetings
- Review Bylaws and ensure compliance with National SOPHE
- Review and update ARSOPHE website

Next Steps

- Create survey questions to poll Membership and Expectations via Survey due by the end of month to schedule the monthly meeting in May
- Confirm Officer slate by May 2018 meeting

Potential Survey Questions

1. Name
2. Email
3. Phone Number
4. Agency
5. Are you a current member?
6. How likely are you to renew your Association membership?
7. Overall, how satisfied are you with your Association membership?
8. How much value do you think the Association membership adds to you or your organization's development?
9. In your experience, what benefits does the Association membership best provide?
10. How could the Association improve its benefit to its members or add to the membership experience?
11. What type of events, speakers, training or educational content would you like to see for the annual Arkansas SOPHE meeting scheduled during Health Education Week on October 17, 2018?
12. What types of information and resources do you seek to stay on top of industry trends?
13. What are the top three areas of focus or challenges that you would like to address as a Health Education Professional?
14. What would be your preferred monthly meeting day and time?
15. Please nominate yourself or someone for the 2018 Arkansas SOPHE vacant offices.
16. Would you like to serve as a planning member for the 2018 Arkansas SOPHE Annual Meeting?