

Membership and Engagement Committee Annual Report

2022-2023

The Membership and Engagement Committee continues to be an integral part of the Planning Council. Over the past year, we have continued to push to create the best possible Planning Council with the needs of the community in mind. The committee works together to focus on recruitment activities in effort to fully represent individuals affected by/and living with HIV; and reaching individuals through social media platforms and outreach efforts.

During the past 12 months, the Membership and Engagement Committee has successfully:

- The committee was able to fill all of the mandated seats on the planning council for the first time since 2019.
- The committee was able to produce two issues of the Red Ribbon Times.
- The committee has increased the Planning Council's social media following to 375 followers on Instagram and 1,300 on Facebook.
- Created and hosted the Summertime Jubilee recruitment event on Saturday July 29th at the City of Orlando- HOLA Office.
- The committee conducted quarterly leadership evaluations.
- The committee reviewed and updated the CFHPC Marketing Plan.
- Successfully reviewed, interviewed, and onboarded 7 new members, with one eligible member pending approval by the full Council.
- We hosted the Council's most successful World AIDS Day at the Shakespeare Theater on December 1, 2022.

The committee faced the following challenges:

- The lack of participation at recruitment activities and events.
- The committee had seven members resign from the Planning Council.

The committees will continue to:

- Continue to build on recruitment and retention strategies.
- Ensure the adherence to attendance policies across committees.
- Update and maintain the website and social media accounts.
- Increase participation in recruitment activities and events.

