

# Membership and Engagement Committee Annual Report

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2023-2024

The Membership and Engagement Committee remains a vital component of the Planning Council. Over the past year, we have been dedicated to building an effective Planning Council that prioritizes the community's needs. The committee collaborates on recruitment initiatives to ensure we fully represent those impacted by or living with HIV, utilizing social media and outreach efforts to connect with individuals. During the past 12 months, the Membership and Engagement Committee has successfully:

- As of September 2024, all HRSA-mandated seats are filled.
- The committee was able to produce three issues of the Red Ribbon Times, which have been well-received.
- The committee has increased the Planning Council's social media following to 412 followers on Instagram and 1,400 on Facebook.
- The committee conducted quarterly leadership evaluations and stayed on track with its work plan.
- The committee successfully reviewed, interviewed, and onboarded nine (9) new members, with one eligible member pending approval in October 2024 that will fill a gap in reflectiveness.
- We hosted a successful World AIDS Day event with around 120 participants at 1010 West on December 1, 2023.

The committee faced the following challenges:

- The committee had three (3) members resign from the Planning Council.
- Onboarding members that would fill the following reflectiveness categories: unaffiliated/unconflicted women with HIV and individuals aged 40-49.

The committees will continue to:

- Build on recruitment and retention strategies and increase reflectiveness to ensure that the Planning Council is representative of the Orlando Service Area.
- Ensure adherence to attendance policies across committees and be intentional about ways to keep members engaged.
- Update and maintain the website and social media accounts and stay on schedule with the Red Ribbon Times Magazine.
- Develop creative strategies to inform the community about the Planning Council's work.