

Membership and Engagement Committee Annual Report

October 2024-September 2025

The Membership and Engagement Committee has remained committed to strengthening the Council's ability to effectively meet the needs of those living with or impacted by HIV. To achieve this, the committee prioritizes creating a strong foundation of members who reflect the HIV population in the Orlando Service Area. These efforts include supporting recruitment activities aimed at increasing representation of priority populations and the voices of groups with emerging needs, developing community engagement strategies, providing input on the Council's social media presence, overseeing member training, and onboarding new members that will strengthen the Council's ability to achieve its mission.

The committee accomplished the following:

- As of September 2025, all HRSA-mandated seats are filled (two vacancies arose this year due either a resignation or someone not electing to be reappointed for a second term).
- The committee reviewed, interviewed, and onboarded ten new members (including one Associate Member), with another eligible member to be reviewed for approval in October 2025. Of the ten, five are returning members.
- Produced three issues of the Red Ribbon Times (RRT), with prints of Volume 17 being released soon.
- The Planning Council continues to maintain a solid social media presence on Facebook and Instagram to help keep the community informed of upcoming Council activities and other educational information.
- World AIDS Day: Remember and Commit at WinterClub Venue was a successful event with over 100 people in attendance.
- Reviewed and approved the HIV Care Needs Survey social media toolkit to help increase engagement and the survey response rate.
- Updated and renamed the Recruitment and Retention Plan to better guide the Planning Council's efforts to obtain new and retain current members.
- Updated the Annual Training process to include three quarterly trainings throughout the year, instead of one all-day training, to provide members with more diverse and robust training topics and opportunities.

The committee faced the following challenges:

- Four members resigned from the Planning Council over the past year, two of whom were Associate Members. The reasons for the resignations primarily involved a need to focus on work and not having the capacity to serve on the Planning Council.
- Onboarding members in the 20-29 age group, as there are currently no individuals in this category on the Council. Although the Council does have

members in these demographic categories, it would be best to increase reflectiveness in the following: unaffiliated/unconflicted RWHAP clients, especially those in the 30-39 and 40-49 age groups.

- In an effort to reduce potential challenges in the upcoming year, another opportunity that the committee can take advantage of is to onboard more Associate Members who could fill a mandated seat, should the current seat holder resign. This will ensure a smoother transition and decrease the amount of time that a vacant mandated seat is open.

The committee 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. This includes finalizing updates to the Attendance Policy & Procedure.
- Identify and address training opportunities for Planning Council members and leadership.