

Section: Committee Responsibility

Number: 102.4

Subject: Membership & Marketing Committee

Origin Date: 10/97

Purpose: Promote membership through recruitment and retention in SCAPAN. Serves as a resource to members by linking them with the BOD to meet their needs.

Role & Responsibility:

1. Maintains membership in ASPAN/SCAPAN.
2. Conducts yearly campaign for membership.
3. Maintains and distributes updated/current copy of SCAPAN new member packet to all new members identified
4. Identifies member requests and possible benefits and relates information to the BOD.
5. Recommends mechanisms to the BOD to assure SCAPAN responds to member needs.
6. Identifies and develops strategies to market SCAPAN to peers and press promoting nursing specialty and member's special achievements.
7. Monitors relevant media publicity pertaining to nursing in general and perianesthesia nursing in specific.
8. Promotes and publicizes National Perianesthesia Nurse Week.
9. Provides CPAN / CAPA pins to newly certified nurses from South Carolina.
10. Provides current membership statistics monthly to BOD and District Presidents

Review/Revised 01/02; 4/06; 7/07; 9/09; 6/11