



**HIV Planning
Council
Recruitment and
Retention Plan
2024**



Steps for Membership Recruitment

1. Invite potential members to Planning Council meetings.

- Ask if they would like to be emailed information about Planning Council meetings?
- Connect with our social media accounts for information
- Update recruitment flyer on Monthly Digest

2. Advertisement

- Flyers
- Brochures
- Social media announcements,
- Encourage providers and partners to share on their networks,
- Newspaper Ads
- ATXN
- Radio Station announcements

3. Community Engagement

- Events: "Lunch & Learns" at locations with potential members, Community Forums,
- Collaborate with existing related events, event request form
- Ask for suggestions/input from potential members
- Network with other HIV-focused organizations
- Activities: trivia
- Offer incentives
- Use swag items to recruit members
- Engage with priority populations
- Provide swag packs for PC members to recruit

4. Communication

- Reach one initiative: Recruitment of Planning Council members
- through word of mouth.
- Utilization of everyday language
- Make HIVPC materials and resources more accessible
- FAQ sheet
- Creation of HIVPC brochure: description of HIVPC, current initiatives, accomplishments, requirements for potential members
- Presentations that illustrate outcomes and previous contributions to present to providers or groups.



Steps for Membership Retention

1. New Member Orientation

- Provide new members with welcome packet (printed official signed Mayor letter of membership, HIVPC brochure, FAQ sheet)
- 3 months into membership survey new members for feedback on planning council

2. Membership Recognition

- Monthly Membership Spotlight
- Achievements in planning council and the community
- Welcome posts for new members

3. Check-ins/ Office Hours

- Provide members with the opportunity to connect with Office of Support about any issues or concerns
- Twice a month during the week, afternoons/evenings

4. Trainings and Development

- Communicate about attendance to upcoming conferences
- Available trainings on Digest
- Potentially attending "Lunch & Learns" of interest
- Glossary of Ryan White Part A Grant terms
- Team building activities

5. Suggestion Box

- A way for members to express needs and interests.
- Survey provided to members at the beginning of meetings

6. Conducting exit interviews/surveys

- Why has member decided to leave the planning council?
- Thank you, acknowledgement, for their work with planning council



What Improvements Would Members Like to See?

WE WANT TO HEAR FROM YOU!



CLICK HERE

to Submit to our Virtual
Suggestions Box or Scan the Code
Above!

Contact Us!



- Email: hivplanningcouncil@austintexas.gov



- Facebook: facebook.com/austinhivpc/



- Website: austintexas.gov/HIV



- Boards and Commissions Information:

austintexas.gov/content/hiv-planning-council