

HIMSS South Dakota

Oscar Perez is the president of the HIMSS South Florida Chapter. Their chapter has been lauded nationally and is recognized for their excellent member engagement.

1. Give us a feel for your chapter by the numbers?

~1,600

2. How do you engage your members?

Web, Email, Text, Social media and events. We try not to overwhelm them or spam them but we do balance our communication and try to keep them informed as best possible. We also do survey once a year or after a big event.

We also do "Meet the Board" type events, also new member orientation that has been successful. The key is constantly educating and keeping them informed.

We also offer many volunteer committees that members can join to be more engaged and be a part of the process.

3. Have your efforts been successful?

We think they have been. It's a constant effort and ongoing.

4. What has worked?

Social media and Texting are the two big vehicles we feel have the most impact. Email are good but get lost in the shuffle.

5. Have you woven engagement into your strategic plan for the future?

Yes, all chairs and committees have an element of communication and engagement associated to it. Without the proper levels of engagement you cannot have a successful chapter.

6. Where would you advise other chapters to start in building momentum in engaging their members?

Start by surveying your members about communication preferences, event content preferences, etc. to get a sense to what your membership composition is interested in. Then do some "Meet the Board" events to socialize and get to know the members. Then communicate with them through some of the channels listed above. Also understand the makeup of your membership, are they more vendors, providers, students, etc.