



Membership Strategy 2018

Our vision

“FPH is the professional home for public health in the UK and abroad, with a growing & engaged membership that is proud of being part of its community.”

Aim of Strategy

To demonstrate the value and relevance of FPH to an evolving membership base and to have a more engaged FPH Membership for the good of Public Health in UK and abroad.

Strategically the intention is to improve the health of the population by successfully promoting and influencing healthy public policy especially in the UK but also internationally. This is facilitated, by widening and enlarging the membership of the FPH, with benefits accruing to existing members, new members and to the FPH itself.

Overview

This document is the high level membership strategy designed to assist FPH staff, Board members and officers with the growth, engagement, growth and systems plan for the next 3 to 5 years. This document will work alongside delivery schedule that outlines the different activities to ensure the plan is met.

This strategy reflects the agreed budget and the central role that membership subscriptions play in this and the organisational plan agreed by the Board in November 2017 taking into consideration the membership feedback from the 2017 survey. This plan also includes details of how the Board, officers and the wider Faculty staff can support the engagement and growth of members and the systems that support membership

Key priorities:

1. Membership Engagement & Retention
2. Membership Growth
3. Membership Systems

Under each of these areas there will be activities and SMART objectives, however these may be reviewed in the light of the FPH 2019-2023 strategic goals following Board feedback.

Background to Strategy

Over the last 3-4 years the staff at FPH, the Board and wider active members have increasingly seen a clear membership strategy as key to the future of FPH.

In developing this strategy, we have considered issues that have arisen in the past and more recently the feedback from the Membership Survey 2017. (626 Survey Returns)

The key survey issues raised can be summarised in the 4 points below:

1. **Getting 'the basics' of being a membership organisation right?**
 - The finance systems and payments – make it easier to renew and join.
 - Dealing with member requests in a timely and effective way, better FAQs on the website, better at turning around queries in 48 hours
 - The ability to join FPH online rather than send in a paper or email application
 - Sending PH Journal to the right address and make it more easily available online, the process of how data is shared with 3rd parties
 - Confusing website, not clear and hard to navigate
 - Not being London focused
2. **Why do members join?**
 - The majority 57% said they joined for professional recognition/post nominals
 - 41% advised that CPD Diary was the reason they joined
 - 32% said the reason they joined was for networking with other public health professionals and people interested in public health issues
 - Registrars joining FPH as part of their training program
 - 19% joined to get involved in developing new public health policy and campaigning activities
3. **What do they like about being a member?**
 - 81% Latest Public Health News (PH Today, PH Journal, E-Bulletin)
 - 65% say being part of a professional home
 - 47% CPD Diary
 - 19% of people went out of their way to say 'nothing'/'don't know'/'it's mandatory, wouldn't be a member otherwise' or similar.
4. **What would they like to see more of?**
 - Networking opportunities – especially at regional/local level
 - Training/E-Learning – Modules to support them through training, modules around Public Health & Ethics, Applied Epidemiology, Environment, Housing & Planning etc
 - Better communication of benefits and value of being a member
 - Careers Advice/Jobs Board
 - Coaching/mentoring support – Fellows supporting Diplomates/Students
 - Advocacy
 - More active/effective SIGs – including interest groups for registrars/non-consultants/non-retirees and better sharing of information about what they are doing and when, how to get involved, and what they have produced

What does this tell us?

- Find and develop new engagement opportunities
- Improve systems to make it easier for members to join, renew and pay
- Research, design and deliver new training sessions and online modules
- Deliver a good communication strategy
- Better clarify unique role of FPH to all internal and external stakeholders
- Launch a jobs boards
- Consider the FPH role in Advocacy and Mentoring

And how can we provide “what members would like to see more of”?

Members want to see more of the activity that improves the health of the population, via better public health systems and continued professional development.

The strategic intention of FPH is to improve the health of the public by successfully developing the PH workforce and influencing healthy public health policy in the UK and internationally. To do this however we will have to enlarge the membership of FPH. This will allow us to meet the growing expectation of our members as well as increasing the profile of FPH in its unique role as a standard setting organisation.

An increased membership base will see added value for existing members through

- Networking opportunities, professional briefings, broader advocacy and training support
- Development opportunities throughout their careers
- Widening professional experience and expertise gained within our Special Interest Groups (SIGS)
- Increased capacity of SIGs to deliver as a result of the increased membership

An increased membership base will see added value for new member categories through

- Recognition of the work of the range of people who contribute to the public's health, even though this may not be their main career commitment
- Networking and experience of the career journey in PH
- Networking and a wider view of those who contribute to population health

An increased membership base will see added value for FPH through

- Engagement with a wider group of people with a variety of skills and backgrounds, who can contribute new learning to FPH and its development
- Increased influence by engaging a wider community (across improving health, health protection, health care public health, information and intelligence and academic PH)
- Widening of the horizon scanning capability of FPH
- Enhanced capacity of FPH to respond to consultation
- Increased sustainability, increased capacity and financial resources
- Ensuring that the membership increase is meaningful to all four countries

Strategic objectives

- 1. Membership Engagement & Retention** – To ensure members feel engaged by FPH throughout the year and want to renew their valued membership.

Sub Objective:

- 1.1** Establish through the Communications Strategy a regular plan to ensure members are aware of benefits and value of being a FPH member

Proposed Approach:

- By agreeing a framework with the FPH Board that allows them to engage at a regional level with new and existing FPH members, maximising the opportunity for trustees, staff and 'active members' to meet and communicate with wider membership.
- Identifying opportunities for members to meet FPH Staff, President, CEO and Honorary Members – minimum 3 x Regional Events throughout the year plus 3 x collaboration on existing members/stakeholder events
- Providing all new members with relevant information (a welcome pack) about the FPH, key staff members, the benefits of membership and the role of members. This can include the upcoming events calendar and how to access CPD etc
- Ensuring the communication strategy includes a regular 'drum beat' of communication throughout the year via various media streams advising members of key achievements, policy stances and member benefits
- Ensuring the new website has a good online members area full of fact sheets, how to guides, career support, jobs board and links to useful sites.

Sub Objective:

- 1.2** Make members feel they are part of a community that supports them and listens, a professional home.
- 1.3** Build the profile of the profession with the relevant employer bodies and external stakeholders and thus increase the value to members.

Proposed Approach:

- Increasing opportunities for members to engage in FPH work e.g. SIGS/Committees/Policy Campaigns/Mentoring, recruit more membership champions (Membership Committee) – ensure the membership objectives on the agreed work plans are monitored and met
- Establish a Membership Group that represents all levels of FPH membership as a 'sounding board' for ideas and to assist in projects included within the membership strategy
- All FPH staff to have a membership objective in their annual appraisals – using existing membership touchpoints through the year for better engagement

- Reviewing 'follow up' membership survey data ensuring that members feel more engaged and part of a FPH professional home

Sub Objective:

1.4 Make membership of the FPH an essential part of the career path of public health practitioners and other appropriate membership groups.

Proposed Approach:

- Expanding our engagement & retention of members into retirement
- Working with stakeholders and other institutions to make FPH membership mandatory to their career or course
- Meet with relevant stakeholders and institutions to discuss how the FPH could embed membership into their training programs

2. Membership Growth – To grow membership across the new membership grades to ensure the membership and public health workforce now and in the future is supported to best protect the public's health.

Sub Objective:

2.1 To ensure FPH membership is representative and relevant to new key sectors of Public Health

Proposed Approach:

- By establishing strategic partnerships with third parties such as the BPS, AHPF, BDA, UKPHR and UK and international Institutions running MPH courses
- Using research to identify gaps in the market where individuals within public health don't currently feel they have a 'professional home'/membership organisation to support them
- Work with existing SIGS/Committees using their working plans on membership growth
- By using the experience and connections of existing Board members who have backgrounds in non-traditional public health roles e.g midwives/dentist to get an insight and potentially a contact into these other professional bodies to see if there are potential partnership

Sub Objective:

2.2 To review and possibly reduce the number of membership categories so as to ensure inclusion of all those working in or interested in PH while retaining clear focus and values of each membership category

Proposed Approach:

- Consider each membership category audience and the value of membership to them in view of the changing pattern of membership organisations

- Launch new membership categories as appropriate

Sub Objective:

- 2.3 Use the communication strategy, marketing plan and new website to promote the benefits and value of being a FPH member

Proposed Approach:

- Ensuring the new website has a clear 'why you should join' section outlining the benefits of why people from different backgrounds and careers within public health should join
- Revising all marketing materials to reflect the key benefits and membership grades based on peoples different backgrounds and careers ensuring the key hook is included as to why they should join
- Inviting through coordinated campaigns and with partners non-members to FPH events
- By selecting relevant publications/media opportunities to promote and market the benefit and value of being a FPH member

3. Membership Systems – to develop the website to ensure it becomes a key resource for members and FPH. To ensure the customer relationship management (CRM) system captures the relevant data to assist with the development of FPH and enables us to report the data.

Sub Objectives:

- 3.1 Ensure the new website makes the joining, renewing and fee paying process for new and existing members as easy as possible
- 3.2 Ensure the new website has new and improved sections on the main site and member's area for better member engagement

Proposed Approach:

- Support launch of website
- Use FPH membership working group to engage members to ensure content is useful
- Work with finance department on integrating payments and direct debit set up online
- Agree the copy and then build the functionality for automated emails for renewals and new members joining
- Engaging in discussions with wider FPH membership on FAQs and online membership area

Sub Objectives:

- 3.3 Ensure that the CRM is capturing all the data we need to assist with reports and management information

3.4 Assisting the website project team to ensure the Website is integrated with the CRM by the end of 2019 for better member led data improvement

Proposed Approach:

- Working with the website project team to deliver the new website and CRM integration
- Run reports off the CRM to see what data we are currently missing and update
- Use the Royal Colleges forum to ascertain best practice for data capture and reporting across other member organisations
- Ensuring accurate monthly management reporting to establish whether we are achieving FPH objectives