

The CAFP Membership Engagement Committee (MEC) is responsible for guiding CAFP member engagement efforts through marketing efforts, events and member communication. The general purpose and function of the Committee is to measure, increase, and report on member engagement.

Responsibilities

The Membership Engagement Committee has taken the place of the Medical Student and Resident Affairs and Communications Committees, the Membership Committee, and the Communications Committee. The Membership Engagement Committee is charged with development of a CAFP Member Engagement campaign that includes defining member engagement measures, launching an engagement scoring protocol and applying it to CAFP membership, leveraging engagement touchpoints, setting targets for increases in engagement, and evaluating the project on an annual basis.

Specifically, the MEC will develop with staff a "ladder of engagement" for each segment of membership, with successfully higher-bar asks that increase engagement and appreciation of CAFP; Establish with staff metrics for measuring engagement (e.g., Net Promoter Score); Establish with staff benchmarks for reengagement and plans to reach members; Work with the Board, other CAFP committees and staff to support the successful implementation of CAFP's strategic plan; and Report ongoing engagement efforts to the Board.

Statement on Equity

MEC is committed to promoting diversity and inclusion and striving for health equity.

Committee Structure

Members, Terms and Election Process

The MEC shall consist of eight (8) to twelve (12) members, with a broad representation of member and practice type. The New Physician Director on the CAFP Board of Directors shall be a member of MEC and serve as liaison to the CAFP Board of Directors. The remaining committee representation should include, but not be limited to: active, life, resident, and student members; independent and group practice setting; as well as a diverse and representative cross section of demographics and member constituencies (New Physician, LGBTQ+, IMG, Women, Minority) and based on the CAFP membership (gender, age, urbanization code, etc.).

MEC members may serve up to (two) three-year terms. Student and resident members service on MEC will not count toward term limits. At least one of the student or resident members should be a representative on, and act as a liaison to, the Student and Resident Council.

Founding member initial terms will be staggered to ensure continuity, and thus may be extended for up to one year.

Leadership

The MEC will have an appointed Chair and Vice Chair position with the following responsibilities:

Chair: The MEC Chair will work in conjunction with Vice Chair and CAFP staff to develop materials for the MEC prior to each meeting. The Chair will conduct meetings of the MEC. The Chair will also assist in developing and reviewing the MEC Report to the BOD.

Vice Chair: The MEC Vice Chair will take the place of the Chair in case of any absence. The MEC Vice Chair will assist in developing materials prior to the MEC meeting. The Vice Chair may conduct meetings or report to the board in the absence of the Chair.

Committee Member Requirements

Committee members must have an interest in and commitment to understanding the membership

practices and process of AAFP and CAFP, communication best practices, and member engagement best practices. To be eligible, members must be in good standing with AAFP and CAFP.

Committee members must attend all meetings unless an absence is approved in advance by the Chair.

Decision Making

The MEC serves in an advisory capacity to the Board. All recommendations from the committee require a majority (no less than four) vote.

Meetings

The MEC will meet at least four times annually by phone, video conference or in-person to review and discuss the ongoing efforts of membership engagement prior to submission to the full BOD.

Other meetings may be called by the Chair to discuss specific issues.