

The Chapter Engagement team is here to support you and your members. To best support HIMSS chapters, the chapters have been divided by region in alignment with the collaborative focus chapters have shown. The full Chapter Engagement team is always here to chat and answer your questions. The below breakdown represents a high level view of what HIMSS staff are responsible for and what chapter leaders are responsible for, along with links to relevant resources.

- [Angie Claypool](#), Director, Chapter Engagement
 - Contact for Canada, Pacific, Southeast, and Southwest regions
- [Carrie Simon](#), Manager, Chapter Engagement
 - Contact for East, Midwest, and Rocky Mountains regions
- [Maria Escobar](#), Coordinator, Chapter Engagement
- [General questions](#)

Advocacy

Resources

- [Chapter Leader Resource Area - Advocacy page](#)
- [HIMSS Public Policy Principles](#)

	Chapter	HIMSS Staff
Organize and execute Advocacy Day and other relevant initiatives	X	
State/local/provincial advocacy and education	X	
Convene government stakeholders	X	
Volunteer for Chapter Advocacy Task Force leadership roles to support staff (2 year term)	X	
Offer advocacy trainings	X	X
Advise chapters on advocacy tactics and government affairs through toolkits, monthly meetings, etc		X
Identify public policy focus areas and principles		X
Identify policy positions*		X
Support of chapter through public policy/advocacy trainings, presentations, attending legislative meetings, as available/necessary		X
Lead Chapter Advocacy Task Force efforts		X
*Chapters may craft advocacy asks which reflect HIMSS public policy principles (https://www.himss.org/resources/himss-public-policy-principles-0). Chapters are strongly encouraged to consult HIMSS staff on advocacy positions and asks. If the advocacy positions do not reflect HIMSS public policy positions, chapters are required to contact HIMSS staff for pre-approval.		

Communications & Marketing

Resources

- [Chapter Leader Resource Area - Marketing & Brand Materials page](#)
- [Chapter Brand Portal](#) (one login per chapter)

	Chapter	HIMSS Staff
Create and manage social accounts	X	
Post events and discussion on Accelerate	X	
Determine newsletter content and schedule	X	
Determine email copy and schedule	X	
Provide templates (PPT, Word, Flyers, Banners)		X
Provide logos and images		X
Determine brand governance and guidance		X
Approve swag design (contact the Chapter Engagement team to facilitate approval of proofs purchased outside the Chapter Brand Portal)		X

Events & Education

Resources

- [Chapter Leader Resource Area - Certification & Workforce Development page](#)
- [Chapter Leader Resource Area - Event Planning page](#)
- [Chapter Request Form](#) - Collaboration, Speaker, Financial Assistance

	Chapter	HIMSS Staff
Provide education with CE credits	X	
Determine event topics	X	
Determine event schedule	X	
Determine event speakers	X	
Collaborator approval		X
Provide Subject Matter Experts upon request		X

Membership

Resources

- [Chapter Leader Resource Area - Membership page](#)
- Email for [OA sales](#)
- Email for general [membership support](#)

	Chapter	HIMSS Staff
Organizational Affiliate (OA)		
Offer overview of how new members can get engaged in local events and volunteer opportunities	X	
Renewal assistance upon request	X	
Perform outreach to organizations to educate them on benefits of OA/AOA program and encourage to join	X	X
Help organizations determine their optimal OA level		X
Sign renewal agreements and process invoice		X
Onboarding of new members and review of benefits		X
Reach out to organization PC to secure renewal		X
Day-to-day client relations and customer service		X
Overall management of the OA program, policies, processes, and benefits		X
Processes and Client Management: new client onboarding, OA renewals, invoicing for new and renewing clients, Global Conference registration, Primary Contact management, benefits administration		X
Chapter Leader Support: provide list of OA primary clients in chapter territory as requested, share best practices for OA engagement, promote chapter participation to Oas		X

	Chapter	HIMSS Staff
Corporate (CM)		
Educational/promotional outreach to vendors on benefits of Corporate Membership (CM) - recruit to join	X	X
Assist healthcare marketplace vendors with determining their optimal CM level	X	X
Process CM renewals and distribute membership dues invoices		X
Onboarding of new CMs, monthly orientation for Gold/Platinum tier Primary/Secondary contacts		X
Monthly engagement communication on how to maximize membership value by utilizing exclusive membership benefits/services		X
Day-to-day client relations and customer service		X
Management of the CR team and CM program, policies, processes, benefits/services		X
CM Management: monthly Corporate Connection e-News, monthly educational/informational member exclusive webinars, monthly member engagement email, Global Conference projects (Focus Groups, Appreciation Breakfast, Lounges, comp codes, etc.), Primary/Secondary Contact management, benefits administration, manage allotment of HIMSS memberships (based on CM membership tier), member data management		X
Chapter Leader Support: direct CM inquiries regarding Chapter events/sponsorships to appropriate Chapter Leaders, provide best practices for CM engagement, promote chapter participation to CMs		X

	Chapter	HIMSS Staff
Non-Profit Partner (NPP)		
Encourage chapter members at relevant organizations to join the NPP program	X	
Serve as a resource for questions about chapter events and collaboration opportunities between chapters and NPPs	X	
Outreach to publicize the NPP program and attract relevant organizations	X	X
Overall management of the Non-Profit Partner membership program		X
New member process, renewals, benefits, and membership questions		X
Promote chapter participation as a benefit of the complimentary individual membership		X

	Chapter	HIMSS Staff
Individual		
Help Members with questions about Chapter Membership	X	X
Help Members with questions about Chapter Events	X	X
Work with Marketing on outreach on Benefits of HIMSS Membership		X
Help Members with general questions about HIMSS		X
Day-to-day membership relations and customer service		X
Overall management of HIMSS Individual Membership		X
Assist Members with Membership Renewal		X