



ASPAN

American Society of PeriAnesthesia Nurses

Membership/Marketing Strategic Work Team (SWT)

Charter

May 2025 - May 2026

Purpose: The Membership/Marketing Strategic Work Team coordinates the recruitment, retention, and recognition of ASPAN members. It serves to expand the image of ASPAN and awareness of all phases and settings of perianesthesia nursing practice.

Authority: Appointed by the Vice President/President-Elect with oversight by the Marketing and Communications Manager and in collaboration with the Membership Services Manager and National Office Staff.

Scope:

1. Coordinate annual membership recruitment campaign
 - a. Develop theme
 - b. Identify potential membership groups/individuals
 - c. Coordinate campaign with National Office
2. Recognize and address membership retention issues
 - a. Compile data received from SWT members
 - b. Provide component support for membership retention
 - c. Identify component membership needs related to membership renewal
3. Promote recognition of ASPAN members
 - a. Coordinate and administer awards for:
 - i. Recruiter of the Year (#10-300)
 - ii. Gold Leaf Component of the Year (#10-400)
 - iii. Award for Outstanding Achievement
 - iv. Above and Beyond Service Recognition
 - b. Communicate with component presidents to encourage and recognize member participation at local, state, and national levels
4. Collaborate with ASPAN Treasurer and Chief Executive Officer in assessment of dues and non-member fee differentials
5. Coordinate activities related to marketing and public relations
 - a. Monitor relevant media pertaining to the image of perianesthesia nursing and advise the ASPAN Board of Directors and membership of positive and negative images portrayed
 - b. Identify and develop strategies for marketing ASPAN to peers, students, and the public
 - c. Work with National Office in development, review, and distribution of ASPAN marketing information
6. Coordinate activities for PeriAnesthesia Nurse Awareness Week (PANAW)
 - a. Collaborate with promotional company to provide input on a theme, design, and promotional sales items

- b. Promote PANAW in Breathline and JoPAN
 - c. Collaborate with National Office on marketing plans, distribution of print material and items for sale
- 7. Collaborate with the National Conference SWT
 - a. Management of the ASPAN Shoppe
 - i. Oversee selection, ordering and sales of logo items in collaboration with the National Office
 - ii. Assist the NC Host/Hostess Coordinator with volunteer staffing of the ASPAN Shoppe
- 8. Collaborate with other committees, strategic work teams and Board members to promote the image of ASPAN and the awareness of perianesthesia nursing practice

Decision Making: Recommendations for retention, recognition and rewards to ASPAN membership are submitted in written form to the ASPAN Board of Directors in the form of an agenda item. A separate semi-annual written report is submitted as well.

Outcomes: Innovative recognition programs that promote ASPAN membership and the specialty of perianesthesia nursing.