American College of Veterinary Preventive Medicine (ACVPM)
Membership and Outreach Committee
Standard Operating Procedures (SOP)
Approved March 2020

1. Membership.
   a. This committee shall consist of six members appointed for 6-year staggered terms. One member shall be appointed each year by the president as provided in Article VII, Section 2, of the Bylaws. The member in their fifth year shall be the chair. The member in their sixth year is considered ex-officio serving in an advisory capacity without the right to vote. One councilor, appointed by the President, shall serve as a liaison member to the committee without the right to vote.
   b. Should a committee member step down, all members will move up one term and the newest appointee will start at the initial term.

2. Roles and Responsibilities.
   a. Duties of the Committee shall be to:
      i. Administer and provide leadership in recruitment and outreach activities of the College.
      ii. Develop and keep current an exhibit promoting College activities for display at professional meetings.
      iii. Be responsible for surveying the membership every 5 years, performed in the year following ABVS review of the Five-Year In-Depth Report.
      iv. Advise the Executive Board in all matters affecting College policy on professional recognition, including criteria and manner of recognition.
      v. Provide the annual report of committee activities to the Executive Board by June 1.
      vi. Provide one member to represent Membership and Outreach to the Strategic Planning Committee. This member will be either in their second or third year on the Membership and Outreach Committee and will serve for two years.

3. Specific Activities.
   a. The following tasks will normally be accomplished by the Committee Chair, unless appropriately delegated:
      i. Quarterly newsletter updates
      ii. Update and submit SOP to EB by March 1
      iii. Prepare and submit annual report to EB by June 1
      iv. Update and submit committee timelines to EB by June 1
      v. Prepare and submit budget, for upcoming fiscal year, to EB by May 1
      vi. Each year, immediately following the ACVPM annual meeting, the Committee Chair should contact each committee member for the purpose of introduction to new member and re-acquaintance with existing members.
      vii. Exhibit logistics.
         1. Approximately 6 months prior to the upcoming AVMA annual meeting, add a note in the newsletter that volunteers will be needed to staff the exhibit.
         2. 6 months prior – work with EVP to make sure a booth is reserved
         3. 2-3 months prior – order any additional furniture that might be needed (table, 2 chairs, and wastebasket are included with non-profit booth rental)
         4. 2-3 months prior – submit selection of swag item ideas to EB for review and approval, work with 4imprint or other vendor (p/c nametag, Verona, WI in 2019) to place order
5. 2-3 months prior – order AV equipment and electrical equipment for booth monitor to present slideshow
6. 2-3 months prior – check on supply of Diplomate ribbons to make sure there are enough to pass out to all diplomates at the convention
7. In May, set up a sign-up genius for members to volunteer for the booth. Have link emailed to all members, post on College Facebook page and LinkedIn, put in May newsletter.
8. Have a hard copy of the sign-up genius schedule printed to leave at the booth.
9. Coordinate with the ACVPM Executive Vice-President, who normally brings the exhibit to the annual meeting. The exhibit should be erected at the designated location prior to the opening of the exhibition hall and should not be taken down until the exhibition hall officially closes.
10. Ensure exhibit is staffed by motivated, knowledgeable ACVPM Diplomates at all times while the exhibition hall is open.
11. Provide a report with actual expenses to the EVP after an event finishes.

b. The following tasks will be completed by committee members based on member year with the goal to make transitions and activities run smoother as committee members gain more experience.
   i. 1st year – record monthly meeting minutes
   ii. 2nd and 3rd year – organize the mentoring program, serve as SPC representative
   iii. 4th year – outreach proposals
   iv. 5th year - chair
   v. 6th year – advisory role

4. Additionally, the EVP will notify the servicing personnel centers of members receiving board certification pay (presently includes the US Army, Air Force, and Public Health Service) of Diplomate non-active status.

5. **Effective Date of Standard Operating Procedure:**
   a. This Standard Operating Procedure is effective on approval by the Executive Board and remains in effect until modified or rescinded.
   b. It is reviewed annually by the Committee and an updated/reviewed version submitted to the Executive Board by March 1.