

**Section: Committee Responsibility**

**Number: 102.4**

**Subject: Membership & Marketing Committee**

**Date: Revised 01/02**

**Reviewed 4/06**

**Revised July 2007**

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**Purpose:** Promote membership through recruitment and retention in SCAPAN. Serves as a resource to members by linking them with the BOD to meet their needs.

**Role & Responsibility: All members maintain membership in ASPAN/SCAPAN**

1. Conducts yearly campaign for membership.
2. Maintains and distributes updated/current copy of SCAPAN new member packet to all new members identified by the treasurer.
3. Identifies member requests and possible benefits and relates information to the BOD.
4. Recommends mechanisms to the BOD to assure SCAPAN responds to member needs.
5. Reviews annually and revises as necessary the criteria for the Excellence in Clinical Practice award.
6. Submits criteria for Excellence in Clinical Practice Award for publication in summer Eye Openers.
7. Identifies and develops strategies to market SCAPAN to peers and press promoting nursing specialty and member's special achievements.
8. Monitors relevant media publicity pertaining to nursing in general and perianesthesia nursing in specific.
9. Promotes and publicizes National Perianesthesia Nurse Week.
10. Provides CPAN / CAPA pins to newly certified nurses who are current members of SCAPAN.

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