

**Masters of Public Health Program
Field Training Internship**

Project: Membership Evaluation

Agency Name: New York State Public Health Association
(NYSPHA)

Agency Address: PO BOX 38127, Albany NY 12203

Agency Website Address: www.NYSPHA.org

Agency Representative

Erin Sinisgalli, MPH, MCHES

Executive Director

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518.427.5835

Project description:

This intern/volunteer is responsible for conducting an evaluation of NYSPHA members to determine demographic make-up, areas of interest and expertise, engagement and retention rates.

Project goals/objectives

Description of activities/functions of MPH student

The project will entail working independently in consultation with staff of NYSPHA and the NYSPHA Membership Committee.

Duties include:

-Analyzing and cleaning membership list (currently 360 members) to determine areas of interest and expertise and APHA membership status.

-Analyzing overall renewal rate (pre-member engagement plan and post member engagement plan), new member renewal rate, new member engagement revenue (renewals, new members, event registrations), open rates of emails, click rates of emails

-Serving on the NYSPHA Membership Committee

-Reporting to Board of Directors, NYSPHA staff and/or Membership Committee on demographics (including geographic location) of members and strategies for engagement.

Project timeline (anticipated start and end dates)

July-August 2019 (can be extended longer)

Qualifications/professional skills required

MPH student or related

Anticipated hours per week

10-15 average

Is travel required?

No- work is done virtually