

Louisiana HOSA Membership Growth Guide



Foreword

HOSA is an international student organization recognized by the U.S. Department of Education and the Health Science Education (HSE) Division of ACTE. HOSA provides a unique program of leadership development, motivation, and recognition exclusively for secondary, postsecondary, adult, and collegiate students enrolled in health science education and biomedical science programs or have interests in pursuing careers in health professions. Since its inception in 1976, HOSA has grown steadily reaching over 250,000 members through 54 chartered HOSA Associations, American Samoa, Canada, China, District of Columbia, Korea, and Puerto Rico. HOSA is not a club to which a few students in school join. Rather, HOSA is a powerful instructional tool that works best when it is integrated into the HSE and health science related curriculum and classroom. **HOSA's mission is especially critical when considering the acute shortage of qualified workers for the healthcare industry.**

HOSA assists members to **develop** effective leadership qualities and skills by developing character and promoting responsible citizenship, **build** self-confidence, motivation and enthusiasm, **strengthen** their academic and technical skills, **create** friendships and social networks, and **participate** in community service activities. HOSA members have opportunities to **share** their enthusiasm about the health field with their communities, **learn, grow, and become** better individuals, **serve** as local, state, and international officers, **build** their resume and professional portfolio, **collaborate** with health professionals and future employees, and **apply** for over \$50,000 in scholarships awarded by both Louisiana HOSA and HOSA-Future Health Professionals.

The 2022-2023 Louisiana HOSA Executive Council maintained this guide with the intent of expanding membership across the state in the three student divisions: middle school, secondary, and postsecondary/collegiate. By utilizing this information this year and in the years to come, we hope that Louisiana HOSA will continue to grow in its membership and empower future health professionals to become leaders in the global health community through education, collaboration, and experience.

What is HOSA?

Mission

The mission of HOSA is to empower HOSA-Future Health Professionals to become leaders in the global health community through education, collaboration, and experience.

Purpose

The purpose of HOSA-Future Health Professionals is to develop leadership and technical HOSA skill competencies through a program of motivation, awareness, and recognition, which is an integral part of the Health Science Education instructional program.

Goals

The goals that HOSA believes to be vital to each member are:

- To promote physical, mental, and social well being
- To develop effective leadership qualities and skills
- To develop the ability to communicate more effectively with people
- To develop character
- To develop responsible citizenship traits
- To understand the importance of pleasing oneself as well as being of service to others
- To build self-confidence and pride in one's work
- To make realistic career choices and seek successful employment in the healthcare field
- To develop an understanding of the importance of interacting and cooperating with other students and organizations
- To encourage individual and group achievement
- To develop an understanding of current healthcare issues, environmental concerns, and survival needs of the community, the nation, and the world
- To encourage involvement in local, state, and national health care and education projects
- To support Health Science Education instructional objectives
- To promote career opportunities in health care



Louisiana HOSA

Louisiana HOSA was founded in 1981, just five years after National HOSA was established. Since its inception, Louisiana HOSA has attracted many devoted students interested in the healthcare field. Louisiana HOSA maintains an affiliated membership of over 1,000 students from over 30 different chapters. Let's continue this great Louisiana HOSA legacy!



International HOSA

HOSA's two-fold mission is to promote career opportunities in the healthcare industry and to enhance the delivery of quality health care to all people. HOSA's goal is to encourage all health science, instructors and students, to join and be actively involved in the HSE-HOSA partnership. HOSA is 100% health care!

HSE instructors are committed to the development of the total person. Those who join the HSE-HOSA Partnership recognize the importance of providing students with training far beyond the basic technical skills needed for entry into the healthcare field. The rapidly changing health care system needs dedicated workers who, in addition to their technical skills, are people-oriented and capable of playing a leadership or followership role as a member of a healthcare team.

It is essential that the HSE-HOSA Partnership maintain its momentum and encourage all HSE instructors to integrate HOSA into their curriculum and classrooms.

Click [HERE](#) to be taken to the HOSA-Future Health Professionals Website

Part 1: Join

Membership

An individual student who wants to join HOSA must join a HOSA chapter. If there is no chapter at the individual's school, they should contact the state advisor to join the At-Large chapter for the state.

My school has a HOSA chapter

If you wish to join HOSA, find out if there is a HOSA chapter at your school. If there is, contact the chapter advisor and obtain membership information.

My school has a health science program but no HOSA chapter

If your school has a health science program but no HOSA chapter, talk to the health careers program instructor about starting a HOSA chapter. Many instructors respond favorably to students who wish to take responsibility for their leadership development. Talk with the instructor about possible alternatives that would enable your school to make available the important opportunities that HOSA membership offers.

I am at a college or university that does not offer HOSA

Once again, your best option is to find a group of healthcare majors and organize a HOSA chapter. You will want to follow the rules of your school in starting a new club or service organization. You will also need a faculty member to agree to serve as your chapter advisor.

Membership Divisions

Middle School Division

The Middle School Division shall consist of students who have not yet graduated from a middle school or its equivalent prior to the annual State Leadership Conference who are interested in eventually pursuing a career in the field of health professions.

Secondary Division

The Secondary Division shall be composed of secondary students (high school students who have not yet received a high school diploma or its equivalent prior to the annual State Leadership Conference) who are or have been enrolled in health science classes or programs and/or are interested in pursuing a career in the field of health professions.

Postsecondary/Collegiate Division

The Postsecondary/Collegiate Division shall be composed of students who are not enrolled in high school, have received a high school diploma or its equivalent, and are enrolled in a healthcare related field at the undergraduate level or are interested in or planning to pursue a career in the field of health professions.



Professional Division

Advisor - The person(s) responsible for advising students on health science activities that relate to HOSA. They shall pay affiliation fees, but may not vote, hold office, or compete for HOSA member awards.

Professional (Other than HOSA Chapter Advisor) - Professional Division shall be composed of persons who have been enrolled in health science programs or persons who are associated with or participating in health science education in professional capacities. These may include health professionals, alumni or other adult members of the community who wish to assist and support the HOSA program and its growth and development. Professional Division members shall pay affiliation fees but may not vote, make motions, hold office, or compete in events.

Alumni - The Alumni Division shall be composed of persons who have been enrolled in health science programs and were members of HOSA, or former members of a HOSA chapter who no longer meet the requirements of regular chapter membership. Alumni members shall pay no affiliation fees, and may not vote, make motions, hold office, or compete in events. Alumni members affiliated as Post-Secondary/Collegiate Division members may vote, make motions, hold office, and participate in competitive events under their participation in their Post-Secondary/Collegiate Division.

Honorary - The Honorary Division shall consist of persons who have made significant contributions to the development of the state association, and/or who have rendered

outstanding service to the association. Honorary members shall have none of the obligations and all of the privileges of membership except voting, making motions, holding office, and competing in events

Affiliation Process

The Executive Council is ready to assist in meeting the goal of another year of membership growth for Louisiana HOSA. Let us know how we can be helpful.

The Affiliation Process is online and it is easy! All chapters affiliate through the HOSA website at <https://apps.hosa.org/>. Chapter Affiliation must be completed by the local chapter advisor.

Chapter Affiliation Instructions

1. The first step in using the HOSA Online Affiliation System is to review the step-by-step instructions on the HOSA Website.
2. With your chapter's password & national charter number, go to the HOSA Website, Click Login and enter your charter number and password in the Local Chapter Advisor blank.
3. After successfully logging in, you should reach the main menu. To access instructions for online affiliation, please click on the first link in the main menu. It is recommended that you review the instructions if you are unfamiliar with the online affiliation system.
4. Once members are affiliated, Membership Certificates can be accessed at: <http://hosa.org/certificates>.

Part 2:

Grow Your Existing HOSA Chapter

Get Help From Current Members

1. Host a “bring a friend” meeting

Encourage members to bring someone. This could even be a recruiting event so that new members are continually bringing new friends!

2. Reach out to former members

Some people might be ready to come back.

3. Encourage members to share your HOSA newsletter

Especially if they're featured in it!

4. Invite members' families to events

Siblings (grown-up) children are all potential members (our membership is middle school - postsecondary/collegiate).

5. Help members develop an "elevator speech" about their membership

Why are they members? What's the biggest benefit of membership? Can they explain the purpose of the organization?

6. Ask your members for recruitment ideas

They may have an idea you haven't thought of before, or know about opportunities within their own social networks.

7. Offer HOSA business cards to your members

It's an easy way for them to point people to your club and share more easily with their network. Member referrals are a big source for HOSA. Give your members "business cards" to hand out to prospective members when they meet them. The cards can have a referral source so the member gets credit for referring someone new!

8. Offer an alternate meeting time to attract people with different schedules

Is your meeting time leaving out a whole group of people, like those with after-school sports/activities or lack of transportation? Switch up your offerings to attract more people.

9. Volunteer as a group

You'll get to do good as well as meeting other volunteers in your space.

10. Coach members on creating a welcoming experience

Getting potential new members to attend meetings is only half the battle! Remind current members to greet newcomers and avoid HOSA jargon when there are visitors.

11. Ask members to list their membership in their professional bios

It gets HOSA in front of more people, builds your chapter's prestige, and reminds members to talk about it.

12. Create an invitation email template your members can use

Make it easy for members to send invitations by doing most of the work for them. You could also create paper-based pamphlets or member application forms, or boiler-plate text that current members can copy-and-paste into emails or social media messages that they send to other students.

13. Give members a button or pin and encourage them to wear it

Make sure it's stylish so members will be more likely to wear it, and people will ask what it's about.

14. Conduct exit interviews with departing members

When you know why people are leaving, you can start figuring out ways to keep them

15. Create perks for HOSA members who recruit new members

Little perks and freebies can really motivate people. Think about gift certificates, a shout-out at your next meeting, or even reserving a coveted front seat at conferences for members who bring in new blood.

16. Create a promotional video

Members can share it with their contacts, and you can share it on social media

17. Thank your members regularly

There are a few different ways you can do that. Here are just a few:

- i. Create a video thank-you message from the leader of the organization, and publish it on your website, your social media profiles, and your email newsletter.
- ii. Host a yearly event to say “thank you” to your members. Consider a member brunch, picnic, pool party, or other fun gathering.
- iii. Write handwritten thank-you notes to your members. In our digital age, a personalized note is even more meaningful and memorable.

18. Assign especially engaged members a “recruitment role”

You can also hold special recruitment meetings to give these members tools and encourage them to recruit new members -- or give them a few minutes in every meeting to announce their results and ask for help.

Among your target members, what kind of individuals would make great recruiters because of their personal/professional networks? You can grow your membership exponentially if you can find a way to enlist these members.

19. Film member stories and testimonials

Publish them to your website and social media so you can give prospective members a visual reminder of just how engaged your current members are.

20. Personally follow up with every prospect

When somebody signs up on your website for your event, either at that event or afterwards, you should follow up with each one of them personally and ask them if they want to join. Probably about 95% want to join after that!

21. Launch a direct mail campaign

If you can acquire a mailing list, or if you reach out to lapsed members, you might see success!

22. Launch a phone outreach campaign

Make a goal to reach out to all the prospective members in your contact database. Simply list all your prospects and contact them one by one over the phone! By the end of the year, you might double your membership through this initiative.

Technology-Based Ideas

1. Create a HOSA website

As long as your potential members are able to find you online, even a simple site can do the trick!

2. Add a “Join Us” section to your website

People need to know you’re accepting new members and how to join you. You can also include convincing elements like testimonials from current members and the benefits of joining HOSA.

3. Set up Google Analytics or link tracking using Goo.gl or Bit.ly

This will help you find out the most effective methods for getting new website traffic so you can double down on them.

4. Refine your member benefits

Make them as clear and enticing as possible in your website copy so that prospective members can’t help but be impressed.

5. Create member-only sections on your website

Including a section on your website that normal visitors can’t see can help generate interest -- they’ll come across it and wonder what more they’re missing out on.

6. Create a HOSA Google Classroom

This widely used platform can be extremely useful for chapter communication. Make sure to also utilize the “Classwork” section, where you can place Competitive Event materials and other chapter resources.

7. Create a HOSA page on your school website

First, have a meeting with your chapter leaders and chapter advisor. Then, follow your school procedure to create a webpage. This can help promote your chapter events and increase interest in health - care education.

8. Use the “Remind” app for chapter communication

The Remind app allows chapter leaders to group text chapter members individually. This allows for easy, convenient, and quick communication.

Event Recruitment Ideas

1. Offer one event a year at your ‘members-only’ rate

If you usually have one rate for members and another for non-members, pick one signature event and offer it to anyone at the members price. This is a great demonstration of the kind of value they will get if they do decide to join -- which you should be sure to mention during said event!

2. Invite guests to meetings

Let prospective members see what they're getting into by inviting them to your meetings.

3. Create a welcome packet for guests

Include things like the mission, calendar, and contact information, as well as information about becoming a member.

4. Follow up with guests

Send an email or postcard, or make a phone call thanking the guest for attending, and asking if they're considering membership. Sending out a post-event survey can also help you see what went well and what you can improve for next time.

5. Sponsor a local event

Include your chapter name and HOSA logo on promotional materials, and make sure event organizers have your chapter information for anyone who asks.

6. Give a talk about HOSA at other organizations

Share the HOSA mission and your chapter activities with other civically minded people.

7. Host activities for members and non-members alike

A group activity is an excellent way to meet new people. Something like a park clean up or other community service projects can attract a wide range of prospective members.

8. Walk or build a float for town parades

You'll put HOSA in front of the whole town -- and look good doing it!

9. Host seasonal meet-and-greets with a fun activity

Think about a fall hayride, a winter hot cocoa party, a spring nature walk, or a summer ice cream social to attract new members.

10. Have a booth at a fair or festival

Give volunteers talking points to introduce HOSA to the community.

11. Have a meeting in a public location like a park or square

It draws attention and is a low-commitment way for curious potential members to check you out.

12. Host a guest speaker

Guest speakers attract non-members who share your interests.

- i. Many associations bring in new speakers on a monthly basis to keep attracting new audiences.
- ii. In fact, this is the single strategy of TED -- the nonprofit that spreads ideas through powerful talks of 18 minutes or less. Over the last 30 years, they've brought in nearly 100,000 speakers to speak on everything from beatboxing to self-confidence. This has been so effective that on their YouTube channel alone they've

already garnered over two billion views.

13. Host a charitable event like a run or walk

You'll raise money for a worthy cause and introduce your club to new people who also support the cause.

14. Host a business spotlight event for local businesses

Local business owners will learn about each other, and about you!

15. Hold diverse events to appeal to a variety of age groups

Mix things up by hosting an event that appeals to different groups.

16. Host a free luncheon

Never underestimate the power of free food to bring people to an event. Hold a free luncheon for members. All members have to do to attend is bring a non-member friend who has an interest in healthcare. Also, encourage members to attend by giving them an incentive if their friend ends up becoming a member too. Besides providing a delicious lunch, give a 30 minute presentation at the end, talking about the benefits of joining HOSA. At the end of the luncheon, new members will sign up!

17. Host a charity fun run or cycling event

Fun Runs are the most popular way organizations maximize funds, increase member participation, and minimize coordination costs.

18. Consider attendance options

Are your attendance requirements onerous? Experiment to see if a more flexible policy is more attractive.

19. Host low commitment meet and greets at a local coffee shop

Invite prospects to come for a coffee with you, simply to learn about HOSA and meet your members.

Social Media Recruitment Ideas

1. Create a LinkedIn profile for your chapter

If your members can add you to their professional profile, your chapter can more easily attract other people with similar qualifications.

2. Create or update other social media accounts for the chapter

This will help prospective members find you, and let current members easily share about HOSA with their friends.

- i. Facebook is a big source. By using a public Facebook page and also by finding prospective members in various groups, you can reach out to them directly to recruit them.

3. Encourage members to share HOSA activities on social media

Create a photo release package so that you get permission to tag them in pictures. This will ensure the photos show up in their friends' feeds as well.

4. Create social media packages for members comprised of graphics, posts, links, and resources they can share

This is a strategy used by other organizations every time they plan an annual conference. People are much more likely to share your information if you've given them a clear plan on how to do so.

Traditional Marketing Recruitment Ideas

1. Put up flyers around the school

Look for bulletin boards and busy stairwells and hallways.

2. Create an information brochure about HOSA

Include HOSA's mission and chapter activities, as well as contact information.

3. Place HOSA materials at related businesses

Since HOSA is healthcare, put your information at local clinics and nursing homes. Think about where people who share your interests are likely to be.

4. Share HOSA information with new students

Do you have a freshman orientation leadership group at your school? Do you have student leaders that help transfer students? Ask to include HOSA information.

5. Announce HOSA meetings in school newsletters

Look out for school newsletters and daily announcements, whether online or on paper.

6. Put all meetings on school calendars

Usually you can submit your information quickly online and get listed quickly.

7. Submit your chapter information to school directories

Your athletics and activities department or other school groups may publish a directory -- list your chapter!

8. Place an advertisement in the school paper

Advertising can pay off if you select a publication potential members read.

9. Put a PSA on the school announcements

Let students know about your club or its events in a short PA message.

10. Send media releases to local outlets when your club completes a project

Learn to write a press release so you can attract media attention to your chapter.

Networking Recruitment Ideas

1. Network with other student organizations

Working together to increase your visibility. Consider hosting a club mixer to get to know each other.

2. Introduce HOSA to local businesses

Send a letter or stop by and introduce yourself. Bring along your informational brochure and chapter business card.

3. Introduce HOSA to local government

Send a letter or make an appointment to introduce chapter board members and share your informational materials.

4. Put up a stand at a healthcare conference

You can also have booths as a vendor at events that potential members could be at.

5. Reach out to middle schools and universities/colleges in your area

Students may be interested in joining, or you can partner with them for events. You may even be able to offer this as a member benefit, as HOSA is best matched in a health-science-education environment.

Organizational Recruitment Ideas

1. Put up a sign at your meeting place

It's amazing how many people discover organizations by simply walking past your sign. HOSA Promotional Flyer - Click on this [LINK](#) to obtain an electronic copy or print the flyer!

2. Report on your membership numbers and goal progress

Keep the members up to date on how recruiting is going to motivate them to help.

3. Make sure your contact information is up to date on local and state-wide directories

Often these are posted and then forgotten. You may have information out there that isn't correct.

4. Remove barriers to attendance

Think about what might stand in the way of joining and try to resolve these issues.

5. Create a club bumper sticker

Put your name out on the road!

6. Consider membership tiers

If full membership requires too much commitment, maybe a lesser commitment (with fewer privileges, but also lower dues) would appeal to new people.

7. Create a membership drive budget

Transportation, lodging, and meals all cost money. Prioritize your membership drive by budgeting for it.

8. Give away something free to new members

The chance to win a prize always attracts interest.

9. Create a structured yearly recruitment plan

List your three top strategies you want to use to recruit new members and set a membership goal for the year. Set deadlines for your recruitment plan.

10. Create innovative programs that might entice more diverse members

For example, you could create mentorship/tutoring programs for underclassmen, a lab report feedback program, or educational/training courses that are related to healthcare

11. Designate a welcome or membership chairperson

Increasing membership is a worthy effort, so appoint a team captain to head it up.

12. Set a membership goal

A concrete goal encourages members to recruit new people and puts everyone on the same page.

13. Talk to other similar organizations to see how their membership efforts are going

For example, FFA, or FCCLA chapters to share strategies.

14. Use Membership Management Software to automate your admin tasks and free up your time for member engagement and growth

Once you no longer have to devote so much time to managing members, you can produce better member recruitment ideas.

15. Track how new members join

That way, you can assess the effectiveness of your membership recruiting activities. Cut ineffective ways and pour more resources into the ones that actually work.

16. Create better benefits and resources

If you can be something special that people can't get anywhere else -- and something that is really special -- your membership will flourish.

17. Look into points of friction or contention for new members

Is it as easy as possible for new members to join? For example, if filling out a paper application and mailing it in is required, you might gain more members simply by shifting to online member application forms.

Enjoy being part of the Chapter!