

CELEBRATING FIVE DECADES OF SERVICE

National Advisory Council Meeting
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Bureau of Health Workforce (BHW)
Health Resources and Services Administration (HRSA)





NHSC GOLDEN ANNIVERSARY PLANNING

AGENDA

- Overview
 - Preliminary planning
- Proposed Tactics and Activities
- Timeline
- Next Steps





Overview

We're Celebrating

- Who
- What
- Why

Preliminary Planning

Where things are in the process





50 Years of Service

Faces of the Corps

- Five Decades of Service Multimedia Series*
 - This series may be packaged as an infographic, video series, and/or podcast special.
 - Example U.S. Chamber of Commerce's 100th anniversary in 2012: https://vimeo.com/44248124
- Stars of Service Profiles*



Proposed Tactics

Social Media Outreach

- Branded content, creatives and messaging*
- Tailored content for stakeholders
- Corps message amplifiers
- Agency shares and observances

Member and Stakeholder Engagement/Partnerships

- Partnerships and collaboration with stakeholders
 - Celebrity endorsement
- Corps impact reports



Timeline

- Early FY 2022 Kickoff with pre-observance promotion alongside the three LRPs open application cycle and field strength release
- January 2022 End of Year Yearlong Celebration/Observances
- Ongoing recognition

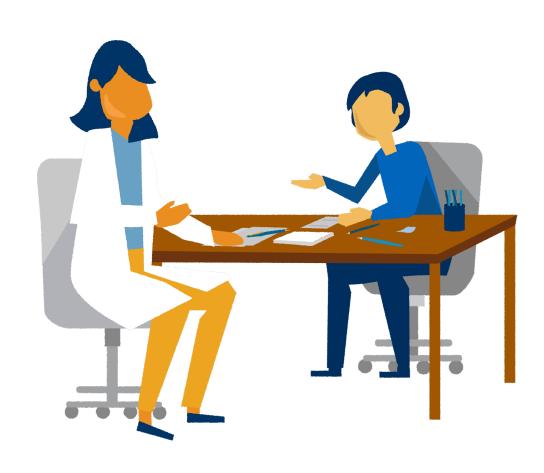


Next Steps

- Outreach to Alumni and Current Members
- Connect with HHS/HRSA leadership
- Outreach to Stakeholders
- Firming up proposed tactics (including stakeholder sponsored)



Questions





Contact information

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DEA-managed Resources

BHW Connections: https://public.govdelivery.com/accounts/USHHSHRSA/subscriber/new?qsp=HRSA-subscribe

Virtual Job Fair: https://jobfair.hrsa.gov

Health Workforce Connector: https://connector.hrsa.gov

Facebook: http://facebook.com/nationalhealthservicecorps

Twitter: http://twitter.com/NHSCorps

LinkedIn: http://www.linkedin.com/company/national-health-service-corps





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