

# CELEBRATING FIVE DECADES OF SERVICE

## National Advisory Council Meeting

June 22, 2021

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Division of External Affairs (DEA)

Bureau of Health Workforce (BHW)

Health Resources and Services Administration (HRSA)



## AGENDA

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



## 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 100<sup>th</sup> 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)







# Contact information

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## DEA-managed Resources

BHW Connections: <https://public.govdelivery.com/accounts/USHSHRSA/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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