CELEBRATING FIVE DECADES OF SERVICE

National Advisory Council Meeting

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Bureau of Health Workforce (BHW)
Health Resources and Services Administration (HRSA)
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](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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