

# **Illinois Society for Healthcare Marketing and Public Relations**

## **Governing Guidelines**

### **Introduction**

The Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) began in 1973 as a steering committee comprised on one public relations practitioner from each of the nine regions of the Illinois Hospital Association (IHA). Marketing professionals were formally included in the Society's membership beginning in 1987. Today, the Society is made up of professional healthcare communicators from a variety of disciplines. ISHMPR provides comprehensive opportunities for the professional growth and development of its members.

### **ARTICLE I -- NAME**

**Section 1.** – The name of this organization shall be the Illinois Society for Healthcare Marketing and Public Relations. (ISHMPR)

**Section 2.** – The Illinois Society for Healthcare Marketing and Public Relations shall be an affiliate group of the Illinois Hospital Association.

**Section 3.** – The Illinois Society for Healthcare Marketing and Public Relations shall maintain a liaison with the national Society for Healthcare Strategy and Market Development (SHSMD).

### **ARTICLE II – MISSION**

The Illinois Society for Healthcare Marketing and Public Relations is committed to advancing healthcare marketing and communications, public relations and related disciplines by providing networking and knowledge sharing between healthcare marketing and communications professionals.

### **ARTICLE III – VISION**

The Illinois Society for Healthcare Marketing and Public Relations will provide visionary leadership for healthcare marketing, communications and public initiatives within the network of healthcare facilities across Illinois.

### **ARTICLE IV – PHILOSOPHY**

**Section 1.** – ISHMPR will be one statewide organization affiliated with the Illinois Hospital Association for the purpose of furthering development of healthcare marketing, communications, public relations and related disciplines.

**Section 2.** – ISHMPR will provide opportunities for professional growth through education, networking and collaborative initiatives.

## **ARTICLE IV – PHILOSOPHY (continued)**

**Section 3.** – ISHMPR will sustain an environment and structure to reflect the diversity of geography, community and membership.

**Section 4.** – ISHMPR will be an evolving organization, which embraces, change, vision, creativity and leadership.

**Section 5.** – ISHMPR will serve as a catalyst to further the positioning of Illinois hospitals and health systems as community leaders by providing its members with resource development and expertise.

## **ARTICLE V – Membership and Dues**

**Section 1.** – The Illinois Society for Healthcare Marketing and Public Relations will provide equal opportunity for membership and board participation without regard to race, religion, color, creed or national origin, gender, marital status, sexual orientation, age or disabilities to all persons otherwise qualified. ISHMPR shall assure a work and meeting environment free from discrimination.

**Section 2.** – ***Active membership*** is open to persons employed or recognized by the administration of a health care organization as having continuing responsibilities for marketing, communications, public relations and related activities within their organization. Active members are entitled to serve on and chair a committee, make motions and vote on ISHMPR issues, hold office, receive membership mailings and communications, access “for members only” information, attend educational forums and membership meetings.

**Section 3.** – ***Associate membership*** is open to healthcare marketing and public relations industry representatives who play a support role in the delivery of healthcare marketing, communications and public relations services. As examples, but not limited to, allied agencies, public relations and/or advertising agencies with a hospital or health client, and professional organizations related to healthcare. Associate members are entitled to serve on and chair a committee, make motions and vote on ISHMPR issues, hold office, receive membership mailings and communications, access “for members only” information, attend educational forums and membership meetings.

## **ARTICLE V – Membership and Dues (continued)**

**Section 4.** – *Courtesy membership* is open to retired healthcare marketing, communications and public relations professionals who are no longer active in their positions, but retain an interest in the Society’s activities. Courtesy members are entitled to receive ISHMPR mailings and communications, access “for members only” information, and attend educational forums and membership meetings.

**Section 5.** Other membership applications not addressed in this definition will be acted upon by the ISHMPR Board of Directors on an individual basis.

**Section 6.** – Membership dues will be paid annually each January. Dues amounts for each level of membership will be set annually by the Board of Directors and announced each Fall at the ISHMPR Annual Meeting.

**Section 7.** – For membership purposes, a recognized healthcare facility is defined as one offering a continuum of care to Illinois communities. That includes, but is not limited to, hospitals, nursing homes, hospice, home care, rehab facilities and other related healthcare organizations.

## **ARTICLE VI – APPOINTMENT OF LEADERS**

**Section 1.** – The Illinois Society for Healthcare Marketing and Public Relations shall be governed by one statewide Board of Directors, comprised of 11 individuals appointed by the ISHMPR Nominating Committee and confirmed by a two-thirds majority of voting members at the Annual Meeting, either in person or by proxy. Also serving on the Board of Directors shall be an IHA staff liaison, serving Ex-Officio and appointed by the President of the Illinois Hospital Association.

**Section 2.** – The Board of Directors shall include the following offices: President; Vice President; Immediate Past President and Secretary-Treasurer. Each will serve one two-year term, with the Immediate Past President retiring from the Board as the President leaves office. Officers may succeed themselves, but may not serve two consecutive terms in the same office.

## **ARTICLE VI – APPOINTMENT OF LEADERS** (continued)

**Section 2.1.** – Responsibilities of the Board of Directors offices are as follows:

***President*** – responsible for the general supervision of the work of ISHMPR, shall preside at all Board of Director and General Membership meetings, provide direction and support for all working committees of ISHMPR and be the direct liaison to IHA staff in support of ISHMPR business and activities.

***Immediate Past President*** – responsible for the smooth transition of leadership within the organization, shall provide support for the incoming president on rules of order, organization policy and programming. Shall accept direction and assignments from the President.

***Vice President*** – responsible for ISHMPR event planning and execution, shall serve as Program Chair and lead the Board of Directors in organizing general membership meetings and educational forums, and serve as direct liaison to IHA staff in support of planned events. May serve as president-elect of the Organization.

***Secretary/Treasurer*** – responsible for the accounting of organization finances and minutes of Board of Director meetings, shall be the keeper of all financial records for ISHMPR, serve as the direct liaison to the IHA support staff for all ISHMPR financial transactions and reports, and distribute formal minutes and communications as directed by the President. May serve as president-elect of the Organization.

**Section 3.** – The Board membership shall include the following committee chairs: Programming (who will also serve as the Vice President); Membership; Awards; and Web Development. Each will serve two-year terms. Committee chairs may succeed themselves but may not serve two consecutive terms in the same position. Committee responsibilities and assignments will be directed by the President.

**Section 4.** – The Board membership shall include four (4) at-large members who will be assigned to serve in supporting roles for each of the Committee chairs.

## **ARTICLE VI – APPOINTMENT OF LEADERS** (continued)

**Section 5.** – Eligibility to serve as a committee chair will require the board member to have first served in an “at-large” role for one year. Eligibility to serve as an officer will require the board member to have first served as a committee chair.

**Section 6.** – The Nominating Committee shall be appointed annually by the President prior to the Annual Meeting. The Nominating Committee shall present a slate of officers, committee chairs and at-large members to the general membership for confirmation by a two-thirds majority of voting members at the Annual Meeting, either in person or by proxy.

**Section 7.** – The Board of Directors shall meet in person once annually to set the year’s calendar and strategy. Following the strategy session, the Board shall meet monthly via teleconference, coordinated by the President.

## **ARTICLE VII – MEMBERSHIP MEETINGS/PROGRAMS**

**Section 1.** – The Annual Meeting shall be held each fall in conjunction with the Annual Awards luncheon.

**Section 2.** – An educational forum shall be held each spring.

**Section 3.** – An annual awards program will recognize excellence in project work in healthcare marketing, communications, public relations and related disciplines.

**Section 4.** – The Board of Directors may call/plan other educational forums and general membership meetings as necessary.

## **ARTICLE VIII – ILLINOIS HOSPITAL ASSOCIATION LIAISON**

As an affiliate of the Illinois Hospital Association (IHA), the Illinois Society for Healthcare Marketing and Public Relations shall maintain a direct relationship with the IHA for the following support services:

- A designated staff liaison from the IHA will serve as “gatekeeper” for ISHMPR leadership to access IHA resources and information.
- Each member of the ISHMPR Board of Directors will receive the ***IHA Friday Mailing*** to keep ISHMPR informed of IHA initiatives and legislative news.

**ARTICLE VIII – ILLINOIS HOSPITAL ASSOCIATION LIAISON**  
(continued)

- The ISHMPR president (or his or her designee) will be provided with a copy of the ***Annual IHA Resource Directory***.
- IHA will provide a link from the IHA Web to the ISHMPR Web.
- IHA will provide support services as defined annually.

**ARTICLE IX – Fiscal Year**

The fiscal year shall commence January 1 and shall end December 31.

**ARTICLE XI – AMENDMENTS**

These guidelines may be amended by a two-thirds affirmative vote of the ISHMPR Board of Directors. Such amendments will be announced to the membership at the annual meeting of the Society.

**ARTICLE XII – DISSOLUTION**

Dissolution of the Society shall be by majority vote of the active members.

Distribution of funds upon dissolution will be to a not-for-profit organization selected the ISHMPR Board of Directors.