



## Community Advisory Program

### Position Description – Community Advisor

#### Position Purpose

1. To provide input to the Board of Commissioners of Valley General Hospital on topics and projects related to community health care issues and health care delivery in order to optimize the hospital's effectiveness in community health care and outreach.
2. To become well informed about Valley General Hospital's plans and programs and act as ambassadors for Valley General in the community.

#### Volunteer Opportunities and Responsibilities

Members of the Community Advisory Board are external volunteers who support Valley General Hospital by providing their advice, expertise and personal advocacy in areas such as marketing and communication, development, government relations and community outreach. They have an advisory role to the Board of Commissioners. Final decisions rest with the Board of Commissioners. The Community Advisor is responsible to becoming involved in the organization in three ways:

1. **Educational Sessions:** Eight times a year, educational sessions are held for all Community Advisors. These sessions provide in depth briefings on Valley General's programs, community health care needs, and the economic and social forces effecting health care. Community Advisors are asked to annually attend a minimum of six educational sessions, including a half day retreat in January.
2. **Community Liaison:** Community Advisors are in a good position to communicate Valley General's plans and programs to other community residents. They can also bring valuable community input and feedback to VGH's attention. Members of the Community Advisory Board lead, act and advocate for the hospital, sharing its role and mission with their respective communities.
3. **Community Advisor Task Force:** Task forces and focus groups will periodically be formed to provide input and feedback to the organization on specific topics. Community Advisors are invited to attend and become part of these unique groups.

#### Term of Appointment

Two years with the opportunity for one reappointment. The rotation of appointments will be staggered the first year to prevent all positions from renewing at once.

#### Expected Time Commitments

The education session is a dinner and evening meeting, typically scheduled eight times a year. Usually no advance preparation will be needed for these sessions.

The Community Advisor may receive E-mail correspondence and be asked to provide feedback and opinions. This will be an occasional occurrence.

Throughout the year, Community Advisors are invited to participate in other Valley General activities and community events.

## **Qualifications**

Valley General Hospital is looking for individuals with the personal skills, interest and commitment necessary to be an effective Community Advisor. A Community Advisor need not have a professional or volunteer background in health care, but if an advisor has a medical background, a licensure check will be performed to ensure the applicant is in good standing. Valley General will attempt to see that all geographic areas of its service area are appropriately represented. Attention will also be given to assure that an appropriate balance between males and females, age groupings and other socioeconomic groups is maintained.

Other important considerations for a Community Advisory candidate include:

1. Community involvement as demonstrated by a record of participation in community activities and issues, or an interest in broadening community involvement.
2. Professional and/or volunteer experience in areas such as community organization, marketing/public relations, business, management, financial management or political organization.
3. Strong skills in interpersonal relations and oral and written communications.
4. Strong interest in health care delivery.
5. VGH employees can not apply for the advisory board as they have other means to provide input and support to VGH.

## **Selection Process**

Individuals interested in the Community Advisory program will be asked to submit a written summary of professional and volunteer activities and a letter summarizing their interest in the program. This will include a history of past employment and/or volunteer work. These written responses will be reviewed by the Advisory Committee leadership. For medical personnel, or former medical personnel, there will be a licensure check completed as well. Qualified applicants will be invited for a personal interview. A Washington State Patrol background check will be performed. After completion of the personal interview process, the Advisory leadership will make its recommendations to the Board of Commissioners, which will appoint new Advisors.

## **Advisory Board Overview**

1. The goal will be to have 7-10 community members on the Community Advisory Board from a diverse geography, sex, age and race.
2. The Community Advisory Board will be directed by the Director of Strategic Planning and Marketing.
3. The Board of Commissioners will attend the advisory board meetings when available.
4. The following staff will also be represented on the Advisory Board: CEO, CNE, marketing and public relations specialist, and other invited staff as the topic dictates.
5. The CEO or representative will provide hospital updates, including finances, at the educational meetings.
6. The Advisory Board will be promoted and recruitment will occur via the Valley General Hospital Web site, the hospital community newsletter, through announcements at local Chambers of Commerce and public service announcements in local papers. Word of mouth will be valuable in the process.