Florida Society of Medical Assistants
Report of the Marketing and Communications Committee
October 13, 2012

This Committee has worked diligently to promote the Florida Society of Medical Assistants and inform members of events. Additionally, items of interest or alerts have been placed in the eNewsletter as well as on the FaceBook page.

eNewsletter: The eNews roster has been updated. The non renewals have been culled into a separate category and will be contacted several times with encouragement to renew. This project will be in conjunction if Officer Fortin to fulfill one of the objectives of the Membership Committee. Plans are started to obtain the all new CMAs as of mid year and add them to an edition of the eNews that will feature the credential and membership. It is planned to collaborate with Membership and put together an email packet that would include information on the upcoming seminars, web, FaceBook access and eNewsletter purpose. It is anticipated this action by these committees to emphasis member benefit and encourage information exchange.

Bad email addresses have been isolated, and a post card mailing request will be formulated to seek new addresses. At present there are approximately 145 email returns as not deliverable. This is a very low ratio of the over 1000 emails.

The eNews distribution listings have been coded by Chapter and the "members at large" will be forwarded to Membership for Chapter redistribution. Any error in assignment does not affect eNews distribution.

The October 13, 2012 Fall Seminar information has been forwarded to members in the form of eNews, information on the web, personal emails from this Chair to the local to site members and schools. Those members who did not list or do not have an email address were forwarded the flyer and registration form via US mail. As stated, there are approximately 40 (close estimate).
This Committee will continue to "interview" Chapter leader representatives to bring a sense of networking and collegial culture to those reading; an effort share ideas and show pride in local effort.

Notice of the event was sent as PSA format to the TC Palm and Palm Beach Post. This Chair did not intend this to be utilized as a notice, but as part of a public relations name recognition plan.

Educator Forum: A special eBlast flyer was designed and emailed to all CAAHEP and ABHES programs in Florida as listed in their directories. As some of the addresses were not to the MA or Health Science Program Director, and additional mailing went to those specifically addressed to "Health Science Program" in an attempt to place the forum information

directly into the right hands. A slight change was made from the last distribution content, in that we added "all levels of learning" clause so that those advances would still be interested, and those at basic levels would not be intimidated. Educator Forum Chair Errante Parrino approved all distributions and data accuracies.

Public Relations: Request for recognition of Medical Assisting Recognition Week was sent to the Governor's Office, Specialty Societies of Family Practice, Pediatrics, Internal Medicine and Osteopathy. As of this writing, the Governor's office acknowledged receipt of request, but no return has been received. A formal reach out plan is to be developed for other events. This Committee will consider a task force type presentation.

Communications: The FSMA FB site is slow on gaining "readership" and almost nil on any question/announcement with members. This Chair thinks the set up of the page is not attracting this type of activity. Efforts will be put into this; when FSMA interacts with new users or picture posts, etc., the feedback and exchange is very positive. This Chair believes the proliferation of event invitation pages and Chapter pages reduces the effectiveness of page as member social need to more of a bulletin board. This will be evaluated over the next several months and a mini survey at the October conference will be conducted.

The website, under the direction of Webmaster Allison continues to be a source of information. Webmaster Allison updated all positions and officers for the new term year post annual meeting. Hotel information, registration information and Agenda for the Fall Seminar were posted on the web giving more than adequate lead time to event. Discussions have taken place regarding CEU's online and were put on hold until the most recent announcement by the AAMA that Chapter/States have a resource thru eLearning for this purpose. We will launch by New Year.

The prospect of combining the Marketing and Communications Committee into one job description was to be considered prior to this meeting however scheduling and other commitments prevented this Chair and Committee from meeting that deadline. This Chair will continue to work on developing plans that could assist with definitions and responsibilities. These findings and discussion as to whether there is any merit to a combined work duty will be opened again at the pleasure of the President.

Respectfully submitted,
Betty Springer, CMA-C(AAMA)
Chair Marketing Committee
Chair Communications Committee