FLORIDA SOCIETY OF MEDICAL ASSISTANTS

Affiliate of the American Association of Medical Assistants

February 28, 2015

To: Patricia Allen, CMA (AAMA) Speaker of the General Assembly
Mary Morris, CMA (AAMA) Vice Speaker of the General Assembly

From: Betty Springer, CMA-C(AAMA)
Communications and Community Outreach Chairperson

ANNUAL REPORT OF COMMUNICATIONS/COMMUNITY OUTREACH COMMITTEE
2016-2017 TERM

This Chair has continued the ongoing commitment to FSMA membership with eMail marketing via Constant Contact. The current membership listing is updated for “new” and “non-renewals” at beginning of dues term and then quarterly. The variables include non-renews, non-renew period back to active membership, bounced emails, no emails and unsubscribed, name changes, in addition to status change of student to credential, delinquent recertification, email changes, student to associate, etc..
Seventy plus eBlasts were distributed to varying subscriber lists. Approximately twenty were job opportunities, market area related which could be a single chapter or several chapters for multiple locations. Recommendation for future is to develop a more accurate “response” mechanism to monitor the return on effort for the job notices and evaluate for improvement. It was assumed that school programs keep contact ability with prior students, but this does not appear the case for a longer period post-graduation.
The email listings include current active members, varied credentials, students, associates, affiliates, employers, medical societies, CAAHEP and ABHES medical assisting programs, contacts of interest. We also utilize the “single” contact ability for special eBlasts that may be of interest or for promo to specific parties.
Some examples of types of eBlasts are new CMA announcements, recently Recertified, Educ8 to provide new or FYI organizational information, State and Chapter seminars, eSpot interviews and “news”
Special thank you to George LaBarca, CMA(AAMA), Treasure Coast Chapter for assisting with the post card mailings for email update requests.

This Committee produces the “boxes” for the seminar/events page on the FSMA web. This Committee administrates the FSMA Facebook page. Special thank you to Jeanne Von Ohlsen, CMA(AAMA), Southwest Chapter for assisting with postings for a period of time. “Pop Up” seminars were instituted, the first being held as free to attendees seminar in Orlando in 2016. The CDC in conjunction with the University of Nevada CASAT, Mountain Plains, FASD & Implementation Center.

Collaborated with our national organization and we arranged for a morning seminar on topic “Fetal Alcohol Syndrome”. The FSMA absorbed refreshment costs and the CASAT group supported the room fee, speaker travel and handout costs. Unfortunately, the attendance was slightly less than the registered list, and it needs to be decided if we burden the future registrants with a small cover charge fee to continue to request of FSMA contribution and that being a meaningful utilization of funds to cover costs that would certainly exceed collected registration fees.
Preliminary plans are in process for a “pop up” on opiate use, planned request to new term Council for discussion on timing and resources.

This Committee is in the concept phases for an Educator Roundtable to discuss legislative/organizational issues in order to define communication and action pathways.

This Committee assisted with the format of a proposed action plan for the legislation, taking in to consideration the delays secondary to elections, state representation changes on health committees, etc.

The format of Survey Monkey to utilize for online learning changed. Limited resources and ability to format for use created delay in ability to offer. There was an average response to online learning, however it was decided by this Committee Chair and with Officer input that we should try again. This Chair decided to promote differently. Member Charles Cleary, CMA(AAMA) has generously contributed a program on vaccines and immunization, this enterprise was delayed due to our technical change adjustment and we should shortly be able to announce the availability. This Chair thanks Mr. Cleary for contributing to the maintenance of relevant education for our members and for his patience on the long delay to being able to present.

This Committee tested interest in Student Page on web, and it is recommended it be a revisit of format with students input and task lead.

This Chair has completed responsibilities regarding correspondence, requested participation, Chapter requests for assistance, worked with other Committee Chairs and advised and/or recommended when requested.

Thank you to Web Master Mary Lou Allison, CMA-C(AAMA) for participating with requests for placing promotion and information on web.

It is to be noted that some of the planned activities get delayed and some new concepts not realized with the lack of resources for the pre plan/post plan tasks.

Thank for this opportunity to serve the members of Florida Society of Medical Assistants