FLORIDA SOCIETY OF MEDICAL ASSISTANTS

January 22, 2022

To: Deniece Jozefiak, CMA (AAMA), FSMA President
Executive Board Members
Chapter Representatives
Committee Chairs

From: Kathryn Panagiotacos, CMA (AAMA)
Chair, Membership and Certification Committee 2021-2022
Betty Springer, CMA-A (AAMA), Member
Christine Giri-Petsalis, CMA (AAMA), Member

PURPOSE OF COMMITTEE: Increase membership, retain members, support Chapter involvement in the Process, Promote an "inclusion" atmosphere for all membership to encourage continued membership.

This Committee has adopted the unofficial title of "WE3".

A preliminary strategic plan was presented to the Executive Committee with plan to respond promptly, encourage involvement, introduce leadership sessions/lessons, promote a "GO2CHAPTER" EVENT, develop a campaign to renew that runs throughout the year, and includes oversight of Chapter leaderships. ABBREVIATED ACTIVITY PROPOSALS SUMMARY FOLLOWS:

The statistics of the FSMA membership and formats to provide data to follow and measure have been diligently monitored and provided in requested formats by committee member Christine Petsalis, CMA(AAMA). The working format of the information needed for a "smooth" and accurate re-assignment of Chapter members was provided to committee by Christine with the info share with AAMA. These temporary Chapter changes were completed and supported with open communication with FSMA President, the Chapter leaders and followed by notification to Chapter members. This Committee thanks the "sending" Chapter Leaders and the "receiving" Chapter Leaders for their cooperation and warm welcomes to the redirected members.

This Committee at the request of the President, reached out to the Chapter Leaders of the Mid Gulf Coast Chapter to ascertain function status of the Chapter. It is initially determined that the Chapter is non-functioning at this time and unclear as to future function. This Committee communicated with the President to engage the membership of those Chapters as it is unknown as to the potential for leadership. WE plan on presenting a ZOOM session for the 3 Chapters of Central Gulf Coast, Mid Gulf Coast and Southwest as those would be the affected Chapters in the redistribution of FSMA membership. If the redistribution takes place, along with the reassignment activity there will be an effort to appeal to the non-renewal and non-member MA population geographically located to the "welcoming" Chapters to create interest for those "outliers" to Mid Gulf.

The discussion of FSMA Web Page changes is of interest to WE3, as it is a vehicle for inspiring Chapter interest with activity types to include "interviews", recognition of Students *especially graduation/achievement events and attempt an appeal to employers in the area for employment/intern interest.

THIS COMMITTEE REQUESTS PERMISSION TO OFFICIALLY SEEK A STUDENT MEMBER TO COMMITTEE.

This Committee will soon be sending notices to all non-renewals to seek information as to disconnect
This Committee will soon be sending notices to all NEW members with welcome and designated email to submit questions and vehicle to engage with Chapter/State leaders for "inclusion."
In cooperation with other appropriate FSMA Committee Leaders present and past, develop a community involvement project "how to" session; locate and recognize organization "friendlies" to encourage meaningful support, explore possibility of ways to attract employers to FSMA as job opps to be accessed by MEMBERS ONLY or possibly discuss students in schools with designated criteria.
Discussion to be held with interested leaders present and past to create a "NEW MEMBER WELCOME/ORIENTATION" via ZOOM.

This FSMA Membership Committee recognizes the burden of "delay" in stepping into the new organization year with the disruptions that pandemic forced upon the volunteers and this organization. The anticipation of a "back to normal" period is not occurring as we were planning. WE3 understands that the organizational year is 3 months in. Some of the priority activity decisions are being based on statistics and "new and non-renewal' which are just now being recognized. WE3 also recognize and have to accept that volunteer time is curtailed in unexpected ways. The standard tasks are being accomplished and WE3 is prepared to adjust to the exciting changes and advances in healthcare, organizational activities to include digital advances, the promotion of "the added value" medical assistant and the organization's commitment to members to be able to "grow and gain fulfillment" with the profession and FSMA.

Respectfully submitted,

Kathryn Panagiotacos, CMA(AAMA) Chair
Betty Springer, CMA-A (AAMA), Member
Christine Giri-Petsalis, CMA (AAMA), Member