FLORIDA SOCIETY OF MEDICAL ASSISTANTS
ANNUAL REPORT
COMMUNICATIONS COMMITTEE
April 26, 2013

This Committee met all responsibilities assigned and initiated effort to continue the information exchange and resource access for the membership.

The objective at all times for this committee was to create, maintain and support an atmosphere conducive to information exchanges as well as maintain easy access of all resources for members and the public.

The media vehicles of eNews, Facebook were constantly upgraded and updated for current information as well as utilization of methods to increase interest. Additionally, these social media methods sought ways to promote and celebrate member, the Chapter, and State Society accomplishments.

The official FSMA website Chapter information was reviewed by Chapter Presidents and updated by webmaster Mary Lou Allison, CMA-C(AAMA). The webmaster also placed all information for the Fall and Winter Seminar on the front page of the web in a timely manner, as well as the dates and location of the Annual Seminar. Chapter information was updated and listed as presented by Chapter officials. The review for updates and additions is an ongoing task being accomplished by the webmaster with recommendation from committee, Council and other sources. Discussion followed by action plan for utilization of credit card payment, registration for seminars online and upgrades to web format should take place. In the past the web has been considered a member informational aid. We are ready for the next generation which is a web capable of a primer for new members and those interested in leadership as well as a promotion of our professional organization to outsiders.

The eNews is in process of being formatted for read ease on mobile apps. The seminars were promoted in several editions to all members, school programs, large employers in location area as a collaborative with Marketing. A Student Club block was started with positive response. eNews editions were forwarded to the FSMA Officers for review prior to distribution in accordance with protocol.
The AAMA Florida membership roster was updated prior to each seminar distribution to maximize notification. Non renewals were placed in a separate category from member distribution and this list was used for seminar reminder editions only. eNewsletters is a member benefit, however encouraging prior members to access education and consider renewal benefits the Society.

To be noted, the new CMA non member group continues to be higher than new CMA member as indicated on the new CMA list forwarded from Membership/President Elect Jozefiak. Discussion of an action strategy to encourage student membership at this stage could be considered with Communications, Marketing and Membership teams involved.

Facebook page remains underutilized but improving. This Committee started researching methods to improve "likes" and interaction with caution to keep the grass roots emphasis on the Chapter Facebook pages.

This Chair and Committee wishes to thank the member, other Committee and Officer contributors to maintain open, transparent communications with members and interested parties.

Respectfully submitted,

Betty Springer,	**CMA-C(AAMA)**	**Chair**
Mary Lou Allison,	**CMA-C(AAMA)**	**Webmaster**
Virginia Halligan,	**CMA(AAMA)**	**Member**
Judy Seymour,	**CMA(AAMA)**	**Ex Officio**