**The New York State Council of Health-system Pharmacists**

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**New York State Council of Health-system Pharmacists**

Saratoga, New York

April 28, 2016

**HOD – Annual Assembly Board of Directors Report**

**Communications Committee**

Catherine A. Millares-Sipin

*This report is for consideration by the New York State Council of Health-system Pharmacists House of Delegates only and does not represent official policy until approved the House of Delegates.*

1. **Responsibility of the Director**

The Director of Communication Services is responsible for the promotion of the Council on state and national levels. He/she is responsible for the supervision of all Council publications and public relations media and to monitor all aspects of Council approved activities.

1. **Committees of the Division**

*Public Relations 2015-2016*

Chair: Jason Babby

Members:

Mary Choy

Charnicia Huggins

Daryl Glick

Helene Maltz

Christina Phelan

Valerie Demekhin

Lisa Voigt

Mohammed Rattu

1. **Strategic Plan**

**A2. Create a public marketing campaign**

**Plan:** Adopt the ASHP’s “Let’s Talk Medication” campaign.

**Status:** Campaign buttons was redesign with the NYSCHP logo. Distributed to all 7 schools of pharmacy during National Hospital and Health System Pharmacy Week

**C1.**

***i. Define desired NYSCHP image***

**Plan:**

1. To designate a point person to review the NYSCHP website for glitches or issues. To create an online suggestion box where users can leave comments.
2. Logo redesign/rebranding

**Status:**

1. A survey to members was sent out to assess the member satisfaction of the website.
2. Logo redesign proposal has been submitted to the board for approval. Logo redesign contest to be advertised during the Annual Assembly with the goal of choosing and presenting the new logo in 2017 AA.

***ii. Establish marketing plan***

**Plan:** To maximize use of social media, to connect with members, to keep members

informed of the council activities.

**Status:** Created a PP slide with the different social media accounts NYSCHP has, encouraged chapters to use PP slide during their chapter meetings or social events. Currently, 309 friends in Facebook and 87 followers in Twitter.

**C2*. Utilize electronic and print resources to provide timely and pertinent information to the membership.***

**Plan:** Continue with the monthly news brief. Surveyed member satisfaction and desired content. Incorporate best practices.

**Status:** Survey sent to members. Several news briefs included best practices. The news brief continues to evolve and now include items such as monthly book club recommendations. Maximizing new brief to communicate NYSCHP council and chapter activities. Including more photos.

1. **2015 HOD Recommendations**

**Recommendation:** Publicize HOD and Annual Assembly

**Plan:**

* Redesign the section of NYSCHP website dedicated to the Annual Assembly and HOD. Improve visibility and access. Make the website more user friendly and better flow.
* Use the news brief as a platform to educate members about the HOD
* Save the date flyers and early registration at the AA for 2017, propose early discounted registration
* Include information in JPP

**Status:**

* March new brief will have a section on HOD
* April Issue of JPP will have an advertisement on the Annual Assembly

**Recommendation:** Improve the NYSCHP membership website area

**Plan:**

* Review the website for membership
* Identify any areas of improvement
* Collect committee member list of suggestion on how to improve the membership website and work with the NYSCHP office

**Status:**

* List of suggestion on how to improve website currently being collected.

**Respectfully submitted,**

**Catherine A. Millares-Sipin, Pharm.D., CGP, BCPS, BCACP**

**Director of Communications, NYSCHP**