

AACP Board Meeting: Communications Committee

Members:

1. Patrick Runnels - Committee Director
2. Jackie Feldman - Journal Editor
3. Brenda Krishna - Newsletter Editor
4. Curtis Adams
5. Osman Ali
6. Tony Carino
7. Beatrice Kvaszay
8. Russel Lim
9. Paula Panzer
10. Walter Rush

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Agenda Outline

- List serve
- Ning
- Journal
- Newsletter
- Web Page
 - Rick Brandt Contract
 - Membership Link
 - Board Bios
- Certification Communication Strategy

1. Listserv:

- a. Problem: Listserv can be overwhelming and turn some people off; why?
 - Hijacking
 - Bifurcation
- a. Potential Solutions
 - Mediator - didn't work, too much work
 - Ning - good idea, but how to entice?
 - Turn off listserv for x number of months
 - Give away prizes/incentives
 - Can we automatically post listserv on ning
 - Start ning listserv thread
 - universal password/invitation
 - Conclusion: Form subgroup on Ning impementation: P
 - Patrick Runnels
 - Walter Rush
 - Curtis Adams

2. Journal: going well

- Highlights
 - 186 submissions accepted
 - Sphere of Influence just below that of psych services! (Evidence?)
- Problems
 - Can't see without paying Springer
 - Quality Improvement issue with Erik Roskes re: getting access to articles via website
 - **Issue: Long Queue: Can we increase number of pages vs number of issues (cost per issue?)**
 - We need reviewers

3. Newsletter: 1st newsletter a success

- a. Content
 - Research update
 - Diversity
 - Novel Programs
 - Consumer story
 - Young psychiatrist
 - Policy
 - Book Reivew
 - Resources: links to resources
 - Member news
- a. Budget
 - Fancy paper: \$1,400
 - Pauper Paper: \$700
- a. Issues
 - i. Clarify Peridocity
 - ii. Three times vs four times per year
 - iii. Clarify Length
 - iv. Online version/content - should this be different
 - v. **Large Issue: Should we print vs email only?**

4. Web Page

- Updates!
 - i. Board Member Info
 - ii. Committee Membership List
- Things we wish it would do:
 - i. Ning information and posts
 - ii. Links to liaison organizations
 - iii. Promotion of winter meeting
 - iv. Promotion of fellowships
 - v. Meetings

Will work at making these 5 items good before expanding
- Paying Rick Brandt: flat rate versus paid by hour

Discuss with Frances and Rick

5. Should our committee be thinking of larger communications strategy?

Wikipedia page - what are we communicating?
Strategic plan from Hunter?

Agreement from board that we should
Will discuss with committee between now and next meeting