

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

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

**2017**

**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.*

**Report of the Director of Communications**

Catherine A. Millares-Sipin, Pharm.D, BCGP, BCPS, BCACP

March 10, 2017

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 2016-2017*

Chair: Daryl Glick - NYC

Members:

Jason Babby - NYC

Mary Choy - NYC

Charnicia Huggins – NYC/Royals

Helene Maltz – NYC/Royals

Christina Phelan - Central

Lisa Voigt - Western

Stephanie Seyse - Western

Matthew Perciavalle - LISHP

Nikki Bhogal - NYC

Frank Palmieri - Westchester

Elisa Torres (Student member) – WNYSHP, LISHP

1. **Strategic Plan**

**A2. Create a public marketing campaign –**

**Plan:** Create a marketing campaign during pharmacy week.

**Status:** Not achieved

**C1.**

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

**Plan:**

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

**Status:**

1. Select members of the committee were assigned to review the website every 2 months
2. Logo re-design contest concluded on November 30th. On December 16th the BOD had a conference call to review all submissions. The winning logo design was submitted by Dr. Fawad Piracha (NYCSHP resident member).

***ii. Establish marketing plan***

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

informed of the council’s activities.

**Status:** Office has a scheduled list of social media updates. We continue to advertise events on social media.

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

**Plan:** Continue with the monthly news brief.

**Status:** Scheduled to send out 10 issues per year.

1. **Conference Calls: Monthly Calls to occur every 2nd Thursday of the month 3 pm – 4 pm**
2. **Committee Activities**
3. Recruiting new members to the committee
   1. Improve committee membership to have representatives from multiple chapters. Committee members are from Westchester, Long Island, NYC, Royals, Western, Central
   2. Committee added a student member to the committee
4. Logo re-design contest
   1. Advertised through social media, news brief, chapter presidents, student members
   2. Received over 30 submissions for the logo-design
   3. Acknowledged all members who submitted logos in the December-January news brief
5. News brief
   1. Chapter themed issues whereby each chapter drives the content of the issue
   2. Continue with our current 10 issues per year
   3. Changed the “Best Practices” section of the news brief to “Clinical Corner” in order to engage more members to submit content
   4. Added a new section, the “Student Corner”
   5. Reached out to the chapter presidents to obtain an updated list of their chapter’s events. This is to ensure that the news brief will have a complete and up-to-date calendar schedule.
6. Journal of Pharmacy Practice
   1. Continue to advertise major programs or meeting such as the Annual Assembly
   2. Continue to publish research posters and abstracts from the Annual Assembly
   3. Continue to publish HOD activities
7. Website maintenance
   1. Committee members were assigned months to review the website and report to NYSCHP office any glitches in the system or potential system enhancements.
8. Recruitment
   1. Recruitment brochure redesign to be revisited now that we have approved a new logo.

**Respectfully submitted,**

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