

COMMUNICATIONS STANDING COMMITTEE

Communication, both internally and externally, and professional networking among new practitioner members are two essential components to the success of the APhA New Practitioner Network (NPN). Members of the Communications Standing Committee must understand the communication vehicles of the Association, including social media outlets, and how to utilize these platforms to engage new practitioner members.

Members of the Committee must also be able to review, evaluate, and contribute to these media as well as identify new and emerging areas of growth for the Association's communication strategies.

Committee Composition:

- APhA New Practitioner Advisory Committee Liaison (Member-at-large)
- Four committee members
- Chair, selected from the four committee members by the APhA New Practitioner Advisory Committee

Staff Liaison: Tom English, APhA Director of New Practitioner Development

Responsibilities:

The Communications Standing Committee is charged to:

- Review and evaluate the Association's communication vehicles, including official publications and social media outlets utilized by the Association, in terms of their relevance and value to new practitioner members
- Respond to evolving communication methods to ensure optimal strategies are utilized by the Association
- Contribute to publications and social media outlets
- Grow the visibility of the New Practitioner Network through the utilization of social media
- Serve on the Editorial Advisory Board for Transitions
- Serve as an advisory committee for the new practitioner section of www.pharmacist.com, optimizing content, navigation, and member awareness of this resource
- Assist APhA public relations and communications staff in identifying better ways to promote the role of the pharmacist through media
- Prepare timely reports for the APhA New Practitioner Advisory Committee and APhA staff
- Other duties as appropriate

Meeting/Travel Obligations:

<i>Event</i>	Event Date	Encouraged to Attend	Required to Attend
<i>APhA2019 Annual Meeting & Expo</i>	March 22-25, 2019	Yes	—
<i>APhA Day of NP LIFE</i>	July 19-20, 2019	Yes	—
<i>APhA-ASP Midyear Regional Meetings</i>	Oct-Nov 2019	Yes	—
<i>APhA2020 Annual Meeting & Expo</i>	March 20-23, 2020	Yes	—
<i>Monthly Conference Calls</i>	Monthly	—	Yes