

## **2015 MID-YEAR REPORT**

**DATE: 6/5/2015**

**EB OFFICE: VP: PUBLIC RELATIONS AND MARKETING**

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### **1. Primary Accomplishments of 2015 to date**

The MSHA Message quarterly newsletter has had a complete year of successful publications. This newsletter includes the latest information affecting speech language pathologists, audiologists, and speech and hearing scientists in the state of Mississippi. A set timeline for the newsletter articles to be submitted for publication and a set date for publication of the newsletters was established. MSHA just completed the first live webinar in conjunction with Pearson. The Facebook page for MSHA has just completed its first year with outstanding results. It has been a complete success with providing instant access of MSHA information to our membership and the public. The MSHA website was updated with the Facebook information and the MSHA Mission Statement. The advertising and sponsorships for the 2015 MSHA Conference was completed.

### **2. Major Challenges**

Establishing contacts and a timeline to advertise/publicize the 2015 MSHA Conference was successful. Making contacts with companies to find sponsors for the 2015 MSHA Conference was shared with the conference committee and the membership committee. Publishing the quarterly MSHA Message newsletter and encouraging the MSHA members to contribute articles, photos or other information was a continuing process. The MSHA website and Facebook was kept fresh and up-to-date with current and relevant information. Coordinating the Live webinar with Pearson was triumphant. The vision and goals for MSHA were developed for the Mission Statement.

### **3. Plans/Directions for the remainder of 2015**

I plan to add more information and pictures to the MSHA Facebook and webpage page and make sure they stay current. There will an increase in making contacts with individuals and companies to establish advertising partnerships. The committee will start making arrangements with companies to sponsor the 2016 MSHA Conference. An Instagram account for MSHA will be established to add to our social media resources so that MSHA has more avenues to get information to the membership. More webinars will be coordinated in order to provide more training/information opportunities to our membership and the public.