

2014 YEAR END REPORT

DATE: 12/31/2014

EB OFFICE: VP: PUBLIC RELATIONS AND MARKETING

NAME: EDIE JONES

1. Primary Accomplishments of 2014 to date

The MSHA Message quarterly newsletter has had a complete year of successful publications. These newsletters included the latest information affecting speech language pathologist, audiologists and speech and hearing scientists in the state of Mississippi. One of the articles was also published in the CSAP publication. The MSHA Executive Board voted to establish a Facebook page for MSHA. The Facebook page has been established. 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 addition of the educational videos about speech language pathologists and audiology.

2. Major Challenges

Establishing the MSHA Facebook page in a short amount of time in order to have it operational to meet the requirements of the audiology grant. Establishing an advertising P & P in order to generate additional revenue for MSHA. Establishing contacts and a timeline to advertise/publicize the 2015 MSHA Conference. Make contacts with companies to find sponsors for the 2015 MSHA Conference. Continuing to publish the quarterly MSHA Message newsletter and encouraging the MSHA members to contribute articles, photos or other information. Keeping the MSHA website fresh and up-to-date with current and relevant information. Adding the audiology public service announcement and educational videos about audiologists. Started making plans to establish and Instagram account to add to our social media resources so that MSHA has more avenues to get information to the membership and the public. Started working on the Mission Statement for the webpage.

3. Plans/Directions Accomplished for 2014

Established a set timeline for the newsletter articles to be submitted for publication. Established a set timeline for the publication of the newsletter. Added more information and pictures to the MSHA Facebook page and made sure it stayed current. Started making contacts with individuals and companies to establish advertising partnerships. Started making arrangements with companies to sponsor the 2015 MSHA Conference. Started making contacts to the news media outlets for print and live coverage of the 2015 MSHA Conference. Collected information for the Executive Board's approval to establish an Instagram account for MSHA.