

**COMMUNICATIONS TASK FORCE
AACP SECTION OF TEACHERS OF PHARMACY PRACTICE
FINAL REPORT, JUNE 2007**

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Charge 1. Evaluation of the communication strategies outlined in the Section strategic plan for currency

Charge 2. Work with AACP to enhance Section communications.

Charge 3. Develop and recommend new communication strategies.

After a review of the Strategic Plans from 1996 and 2004, as well as gathering information from AACP staff concerning communications, the following recommendations are offered:

1. Reinstitute the Communications Committee as a standing committee of the Section.
2. During the redesign and upgrade of the AACP website, the Communications Committee will serve as the liaison to AACP staff responsible for maintaining the website.
3. Have the Communications Committee work with staff to redesign the Section page on the AACP website. This web page will be maintained through the Communications Committee. The Secretary of the Section should serve as an ex officio member of the Communications Committee.
4. Material for inclusion on the Section page could include a biannual Section Newsletter, electronic copies of prior reports from Committee/Task Force chairs from previous years (e.g., the last 5 years at a minimum) to foster continuity, and other organizational documents such as Rules of Procedure, Strategic Plan, and Mission Statement. The Secretary should be responsible for directing Section members to areas of the webpage for such reports, or to other links, as appropriate.
5. The Secretary should receive and post electronic copies of all reports from Section committees or task forces within 1 to 2 weeks prior to the Annual Meeting, and notify members of their availability via the listserv.
6. The Secretary should post copies of the Section business minutes on the Section web page and notify members via the listserv within 30 days following conclusion of the Annual meeting. Also, the secretary should forward electronic copies of these reports and materials to the Secretary of other Sections, SIGs, and the EVP for their information.

7. Because of repeated reports of problems navigating the AACP website, compared to other professional organizations (PRNs in ACCP, or Clinical Specialists at ASHP), it is recommended that staff contact their IT correlates in other professional organizations to gain insight into the development and management of the website. It would be of great interest at the present time while AACP website development activities are ongoing.
8. To improve communication and facilitate performing business across the Section, staff should develop permanent or temporary listservs (e.g., Pharmacy Practice Department Chairs, Committees/Task Forces).
9. Based upon comments received, staff should review the ability of Section members to navigate their respective listservs.
10. Based upon comments received about the questionable quality of materials received via listservs, staff should develop a monitoring function.
11. With the recent increase in the size of attachments to messages sent via the listserv, staff should monitor the utility of this function. Ideally, the staff should assure that the ability to upload and download materials to the website can be accomplished from off-site, so that members are not constrained by a staff person performing this function. Members should be able to easily use messages with attachments, and to post in most common forms for email not text only emails but including a rich text format.
12. Initiate a website feature, similar to Blackboard, to allow committees to conduct their business by allowing the posting of documents and allowing online discussion boards. This function is available to students via Blackboard, but unavailable to faculties, at least through AACP, across the country, and beyond. Further, in a similar manner, staff should investigate the possibility of having an on-line survey tool available (e.g., Survey Monkey) to help conduct business activities, elections, and all other activities that come before the Section.
13. As an alternative to conference calls, a website feature to provide for internet-based "meetings" would be a great benefit for committees or task forces. A synchronous chat room would be a time for all to gather and comment to the whole group.