

Communications Committee

Committee Chair & Members: Sara Dugan (Chair), Clinton Wright (Vice Chair), Jerry McKee (Board Liaison), Dean Najarian, Steve Saklad, Paul Price, Dara Slunaker, Heather Magallon, Jill Reynoldson, Elayne Ansara, Misty Gonzalez, Ray Lorenz, Amy Keller, Anna Lockwood

Committee Charges

1. Recommend new communication initiatives this Committee should be involved in to provide information to current membership and support the efforts of Membership Committee in recruiting new members.
2. In conjunction with Program Committee, work on promoting the Annual Meeting in San Antonio to other healthcare professionals and the public at large.
3. Within every other month e-news, recognize those CPNP members who publish letters/articles in allied health journals read by pharmacists and other mental health professionals.
4. In the biannual newsletter and monthly email newsletters to the membership, provide a focused letter on leadership and mentoring related to the organization and the future of the psychiatric pharmacy profession.
5. Develop a schedule and content plans for each publication for the committee year to include:
 - Twice yearly newsletter
 - Every other month e-news
 - Poll question (monthly)
6. Based on the schedule and content templates, publish the CPNP Newsletter, the electronic newsletter, and the poll question.
7. Suggest content and format for the CPNP website as needed to keep it current.
8. Determine a mechanism to build the offerings on the Shared Resources section of the CPNP website.

Top 3 Accomplishments

1. Reestablished publication content to be more in line with membership interests/needs emphasizing more clinical information.
2. Under the oversight of Greg Payne- began a journal abstract rating and tagging system in place of the previous citations with a link
3. Developed a more clearly defined role and began working between committees for content generation and information/interview dissemination.

Problems/Challenges

1. This was a year of transition where a number of the initiatives and responsibilities such as the newsletter were redefined.
2. To ensure that the efforts of this committee are complimentary of the other committees so that there is not duplication of effort and that the publications generated are a useful tool for other committees to provide their information to the membership.
3. Membership of this committee was difficult to engage and keep engaged.

Recommendations for Next Year

1. Management- consideration regarding the format for inter-committee communication to ensure that the progression of the communications committee as a generator of content continues to evolve into more of a facilitator/editor type role.
2. Accountability for committee members to ensure that deadlines and content are submitted in a timely fashion.