

## EP SIG Meeting Notes

12.4.2016

In Attendance: Beth Horn, Jen Howe, Maggie Delaney, Ariana Jones

### Mission Statement:

The AzPTA Fresh Connection Committee's exists to create a community for recent Arizona Physical Therapist and Physical Therapist Assistant graduates (within 0-5 years) to go to for support and professional development as they enter the workforce. This is accomplished by communicating and distributing pertinent information for early professionals using many mediums, and providing mentorship, networking, and educational opportunities.

### Goal:

To enhance the postgraduate experience of all Arizona Physical Therapists and Physical Therapist Assistants and to increase APTA and AzPTA involvement and membership retention.

PTA Director as a "board position" or Liaison.

- Mission: Close gap between student involvement and later career involvement
  - Uses same language as state association-- aligned with SSIG as well-- smooth transition

### Q&A:

- Structure-- SSig and EPSIG; look at bylaws to see what it says regarding forming a SIG
  - Step one= get approved!!
  - 1st meeting= "VOLUNTELL" leaders: AKA US Four and any others who are awesome leaders
    - *Board positions (proposed structure):*
      - **President (Beth)**
        - *Oversee all events & organization*
        - *Point person to chat with the BIG AZ Board*
        - *budget*
      - **PTA director\*\***
        - *Meet the needs of PTAs*
        - *Work with membership chair to recruit PTA members and KEEP PTA new grads*
          - *(Valerie) or (Danielle)*
        - *Work with Director of Professional Growth for a PTA database for mentorship*
      - **Director of membership (Jen H.)**
        - *Works with the APTA board to continue membership growth*
        - *Reach out to young professionals up for renewal*

- "Thank you" letters/ emails for renewal
  - They get a "welcome" email from the Chair
    - Something we can auto populate with a template
    - Can use this to get involved with the district meetings.
  - Price tiers/breakdown for years 0-5 (pyramid)
    - Eventual \$15 annual fee for EP sig
  - Sign up/application on the website
    - Location, directory, year out of school/ graduation year.
- **Director of Communications & networking (Ariana & Jen C.)**
  - Constant contact fliers
  - PT pub night events/ district events
  - Meeting minutes
  - Advertisement for "hot new jobs"
    - Chat with the association and see if they pay for advertisement
- **Director(s) of Professional growth (maggie)**
  - Mentorship (could this be separate)
    - Data base
    - Connecting students with mentors
  - Continuing education events
  - Focus group with membership committee
  - Work with PTA liaison/ director to make mentorship database for PTAs
- **BOARD LIAISON**
  - Bridge the gap of knowledge of what is happening at each individual board meetings, events, etc.
  - Member of big board
- **MODEL OFF OF SA BOD**
  - All EPSIG positions are in SSIG as well; also in the state chapter
- Develop Bylaws: vote on leaders, subcommittees within SIG, dues (most dont charge), and align the bylaws with the chapter bylaws
  - Approve bylaws from chapter
  - *Students in last semester to join EP SIG..... helps to bridge gap*
    - *Market to schools and third years -- help to increase chapter membership*
- Takes about a year to get the ball rolling and gain momentum.
- SOCIAL MEDIA to carry. Membership, announcements, elections, networking events.
- Tee shirts to promote, table skirt-- promos at NEXT conferences (Boston & Orlando)

- ~~Value= tiers; develop engagement--find niche of involvement~~
  - Advocacy, education, mentorship
  - Each develops strategies for students to transition into EP
  - EP get engaged as things come up--example- one on one meetings with advocacy leaders
    - Save spots for Early Professionals for events like LAMP (leadership training), day on the hill, house of delegates, other advocacy events.
  - Was involved as a student-- move into involvement as an EP- gets you connected to state chapter
    - EP- what do we want and what do we need to grow into our profession
    - "Journey in my shoes" - take current or past "big board" leader and ask what they did their first 5 years out, what steps did they take
  - Mission aligns with the chapter but bylaws are different than big board or SSIG. should be aligned with chapter to transition nice
- Budget-- \$350
  - First year cost nothing except for space during conference
  - Sending people to LAMP
  - Things for meetings potentially: small snacks, networking, venue space etc.
- EP CAP:
  - EP is considered 1-5 years is the cap, but don't kick people out.
  - Career starter dues.. Mirrors this.
  - Don't capture numbers THAT well, but the data comes from Career starters to see how many stay on.
- Mentorship:
  - Board liaison from big board \*\* FIND THIS PERSON
    - Linda? Dr. Heick (too busy)?
  - Invite other board members and professionals out in their careers longer to start mentorship networking
  - Interested in ...CS?-- find a mentor to help them talk about residency
  - EP SIG can be mentors for the SSIG
    - This is a must.
    - Can also get into the end of the year SSIG meetings to capture the 3rd years...
- Meetings?:
  - In person engagement together-- Arizona perk
  - PT pub nights!! :) (already CRUSHING this area).. *But does this mean we have MORE since the SSIG puts them on too? --maybe more areas like Flag? Or Tuscon for EPSIG totally, i just dont know if we'd travel for PT pub night bc then we stay etc... but more frequent might be a nice option across the valley? Lots to chat about, but you / we have mastered this*
    - Use of social media to connect from across the state && an educational piece.
    - **SAME LOCATION FOR PT PUB NIGHT> , every 3rd thursday,**

- **Deals like selling cups/mugs and potentially 10% off a draft.**
- Work, life, balance -- balance in our lives = "find your balance campaign" -- fun social media challenges to get people involved as a large group
  - Love this balance idea. True balance and life balance
- Journal club-- everyone reads the same article and has a discussion on it
- Less commitment level: less committees, it is a professional organization
- **FYI--** apparently tentative date for Advocacy dinner this year is 4/28/17
- Continuing Education:
  - No specific discounts for EP SIG members.
  - Possible.
  - Basically cheaper prices for professionals in years 1-5 & determining courses.
- NEXT is early professionals
  - YASSSS>... i want that and we all go! :) BOSTON yay what is the date for that? June? 21st-24th
- Survey:
  - Application/Form process-- what are your interest (some people don't know, WE can help with that?) where are they from (district information)
    - Get some general info about the person -- maybe years practicing, setting working in, tier interested in...
    - **They get a "welcome" email from the Chair**
      - **Something we can auto populate with a template**
      - **Can use this to get involved with the district meetings.**
    - Good to have a document for membership purposes.. Create email threads/blasts, check on membership numbers.
- **They will send us the form and bylaws so we can model**
- **Chapter leadership reach out to jamie. Give email, just a good contact for them**

#### Running action item list:

- Roll out EP SIG by Spring Meeting (MAY)
- **Beth and Maggie (but all 5 of us):** Focus Group (by setting)
  - 2 groups going on at the same time, mixer afterwards
    - Have 2 focus groups with EP
      - Ortho, Neuro, WH, Acute
    - Have 2 focus groups with seasoned professionals
      - Ortho, Neuro, WH, Acute
  - ONE at the spring meeting
  - ONE at AZ SC 2017 (BOOTH)/ (Lunch Focus Group)
- Announcement at AZ SC 2017
- **Ariana/ Jen C:** connect with big wigs from Org & Management
  - Foothills, spooner, Brookdale, WH
- **Jen** Meets with Membership director of AZ Board
  - Pricing for future members (minimize dues if there are in future)
  - Tracking membership, (Jamie)

- **Jen:** works with Website manager to put the form on the website (Jamie)
  - Create form for website
  - Auto-populate “welcome email” once fill out application (Jamie)
- **Maggie** works on a logo/ marketing
- **ALL** Bylaws written by 1/31
- Meet with Heick (NExt week)

I created an unpublished social media page (Beth)

<https://www.facebook.com/AZ-APTA-Early-Professional-SIG-345442415854383/settings/?tab=settings&view>







