

### **Marketing & Public Relations (PR) Committee Fact Sheet**

*The Marketing & PR Committee develops marketing tools and resources to assist PPS members in promoting the physical therapy profession and their physical therapy practices in local communities. The Committee's goal is to provide members with ready-to-use tools that make it easier for them to succeed as business people, as marketers, and as spokespersons for the physical therapy industry.*

*Chair*

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Term: 11/2021-11/2024

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#### **What is expected of Marketing & PR Committee Volunteers?**

The Marketing & PR Committee meets monthly via teleconference call and one time in-person each year. Volunteers must attend the in-person meeting and are expected to make every effort to be present and participate in monthly conference calls. Most committee members will be asked to chair a task force, meaning that they will be responsible to lead the committee's efforts in achieving a specific goal or task of the Marketing & PR Committee Strategic Plan to completion. Current task forces are outlined below.

#### ***Complete list of Committee Member Responsibilities***

1. Volunteers are expected to attend the APTA Private Practice Annual Conference.
2. Attend face-to-face meeting and monthly conference calls.
3. Chair a task force for project completion if requested.
4. Write an article for *Impact* magazine each year.
5. Be informed about all the Marketing & PR tools and resources offered by APTA Private Practice.
6. Identify communication and educational needs to keep members informed about resource developments.
7. Assist with review of information and links related to marketing and PR.
8. Participate in media outreach to promote APTA Private Practice marketing resources to members
9. Assist in Marketing & PR sessions and/or booth time at the APTA Private Practice Annual Conference.

#### ***What are the qualifications?***

- Must be an APTA Private Practice member in good standing.
- Must be organized and detail-oriented to complete assignments.
- Must maintain a working e-mail address in the APTA Private Practice database.
- Must be able to respond to queries promptly.
- Must be able to attend APTA Private Practice Annual Conference & Exhibition

## **Committee Member Job Descriptions**

Marketing & PR Committee Members may volunteer to take on a specific job description for the committee. Job Descriptions may evolve slightly through a committee-member's term, and new ones may be created based on talents of the current committee. Currently, the job descriptions of the APTA Private Practice Marketing & PR Committee are as follows:

### **Educational Promotions Chair**

The Educational Promotions Chair is responsible for ensuring that a Marketing & PR related article is submitted to Impact Magazine each month by the editor's deadline. As the committee develops its resources and new promotions plan, this committee member may be responsible for coordinating APTA Private Practice webinars, conference sessions, or assisting APTA Private Practice staff in the development of new, large-scale promotional campaigns related to Marketing resources developed by the committee. This person ensures the Marketing Compendium on the APTA Private Practice website is updated every year. This chair is expected to develop goals each year and ensure their completion in coordination with the Marketing and PR Committee Strategic Plan.

### **Fit Factor Task Force Chair**

The Fit Factor Task Force Chair is responsible for ensuring that the Fit Factor questions and content are up-to-date and are encompassing of APTA Private Practice membership needs. The chair is responsible for ensuring that new content is developed and vetted as required, ensuring that the online platform is user-friendly and meets clinic needs, developing educational materials on the tool for members, and ensuring that the Fit Factor is effectively promoted to PPS members. This task force chair is expected to develop goals each year and ensure their completion in coordination with the Marketing and PR Committee Strategic Plan.

### **Monthly Toolkit Task Force Chair**

The Monthly Toolkit Task Force Chair is responsible for ensuring that an annual calendar of themes is developed for toolkit content and sharing it with the Impact Committee Chair and Education Committee Chair. The chair also works with a hired writer for APTA Private Practice to ensure that press release, newsletter, and social media content is developed for every month of the year. Finally, the task force chair is responsible for staying up-to-date on toolkit analytics and making necessary adjustments if APTA Private Practice readership or engagement becomes stagnant or declines. This task force chair is expected to develop goals each year and ensure their completion in coordination with the Marketing and PR Committee Strategic Plan.

### **99 Marketing Ideas Task Force Chair**

The 99 Marketing Ideas Task Force Chair is responsible for finalizing the final outcome and goals of the 99 Marketing Ideas project. Additionally, the chair assists in fielding new marketing ideas both in written and digital formats and is responsible for communicating with those members who submit new ideas. They may be responsible for coordinating the production of video or audio shoots of new ideas as the project grows. This task force chair is expected to develop goals each year and ensure their completion in coordination with the Marketing and PR Committee Strategic Plan.

### **MyPhysTherapist and Social Media Outreach Chair**

The MyPhysTherapist and Social Media Outreach chairs leads a task force of social media savvy volunteers to develop new content for the @MyPhysTherapist social media handle. This chair tracks analytics of the @myphystherapist handle closely and recruits task force members to assist in promoting the content outside of the APTA Private Practice circle. APTA Private Practice has a hired writer who the task force can work with to assist in developing new content. This task force chair is expected to develop goals each year and ensure their completion in coordination with the Marketing and PR Committee Strategic Plan.

### ***How is the Marketing & PR Committee organized?***

The Marketing & PR Committee is led by a Chair and supported by a staff liaison. The Committee is also supported by a Board liaison who represents the committee to the Board of Directors. The Marketing & PR Committee may choose to establish task forces that supports the completion of strategic plan objectives.

A volunteer is usually appointed for a three-year term and may be re-appointed for no more than a total of two consecutive terms of service. **Volunteers begin their term at the APTA Private Practice Annual Conference.**

### ***Who pays my expenses?***

When approved by the Board, expenses incurred at face-to-face meetings will be reimbursed pursuant to the Section's Financial Policies and Procedures. A reimbursement form with original receipts must be submitted to the office to receive payment.

### ***Chair Position Description:***

The key roles of the Chair are facilitation, coordination, communication, and volunteer group leadership – ensuring that the volunteers, including ad hoc volunteers, are actively engaged in the achievement of the scope of work and the Section's strategic plan. This individual, in collaboration with the staff liaison, actively participates in the work of the Marketing & PR Committee, provides thoughtful input to the deliberations, and focuses on the best interests of PPS, its membership and partners, rather than on the interests of an individual or limited group and works toward the accomplishment of the volunteer group's goals as described in the strategic plan. This position term is a three-year commitment and is appointed by the Board of Directors.

### ***What are the Chair's responsibilities?***

1. Attend all face-to-face meetings and monthly conference calls.
2. Attend the President and Committee Chairs meeting two times per year (one in person/one conference call).
3. Attend the Super Committee Meeting one time per year.
4. Collaborate with staff liaison to develop meeting agendas.
5. Review all relevant materials prior to meetings in order to facilitate discussion and task completion.
6. Communicate regularly with Committee members to ensure that volunteer obligations are fulfilled.
7. Support diversity and inclusion by assisting in the identification and growth of future section leaders.
8. Accept and complete special assignments as requested.
9. Identify and encourage potential speakers to submit proposals on educational sessions about marketing and PR.
10. Choose a task force chair for selected projects.
11. Write articles for *Impact* magazine or write a monthly column.
12. Provide reports to the Board of Directors on the activities of the Committee.
13. Promote the Section's strategic plan by the completion of goals and objectives as assigned.
14. Develop and support task forces.
15. Review informational resources and links related to marketing and PR resources.
16. Collaborate with APTA Private Practice Committee chairs for the benefit of the section members and completion of the strategic plan.