

NASPA Fall Meeting - November 14, 2009

I've Got an Idea!

Quality Committee (Chris Decker)

- Identify members that are have an interest in quality and task them with creating an action plan for the state to move the pharmacy quality agenda. (include practitioners, students faculty from schools of pharmacy, potentially boards of pharmacy, public health, Medicaid, etc.)
NASPA follow up: consult with PSWI staff to create a primer to start a quality committee, key articles and white papers to review to set a foundation

Google Analytics (Matt Hurt) <http://www.google.com/analytics/>

- Free 3rd party tool that allows you to track web traffic. This is a beneficial tool to help determine what impact modifications and communications have on driving traffic to specific portions of your website.

SmartBrief.com (April M. Shaughnessy) <http://www.smartbrief.com/signup/>

- Highlighted two SmartBrief publications that have beneficial information at a glance for associations.
SmartBrief on Leadership and SmartBrief on Social Media

FWA (Plus) Manual (Craig Burridge)

- NY has created a FWA manual that can be made available to members in any state. Craig has sent out information to the state executives on this publication, but if you are interested please contact him directly at craigb@pssny.org

Twittering (Sandra Guickian)

- Sandra shared with the group that you can now follow NACDS on Twitter. When evaluating which social media/format to use they began with making sure their objectives were clearly identified, examined legal liability. She stressed that this is viewed as augmenting communication/not replacing other means of communication.

GoogleAlerts (Carmelo Cinqueonce and April M. Shaughnessy) <http://www.google.com/alerts>

- Great way to track news on issues you are concerned with such as monitoring your association and issues you are following mentioned in the news, in blogs, etc. In the case of blogs, this is extremely helpful to have a "response" team ready to respond, if needed.

Google Docs (Tim Musselman) <http://www.doc.google.com>

- Great resource for committee work, editing documents, etc.

- **Create and share your work online**
Upload from and save to your desktop
Edit anytime, from anywhere
Pick who can **access** your documents
Share changes in real time
Files are stored **securely** online

Go to Meeting (Steve Firman) <https://www1.gotomeeting.com/?Portal=www.gotomeeting.com>

- A Web-hosted service created and marketed by [Citrix Online](#), a division of [Citrix Systems](#). It is a remote meeting and [desktop sharing](#) software that enables the user to meet with other computer users, customers, clients or colleagues via the [Internet](#) in real-time.
- Pricing varies on the number of users – when we checked in Dec 2009 it was approximately \$50/month for up to 15 users; approximately \$100/month for up to 1000 users.

Posting and sharing of meeting documents on website in lieu of paper (Michael Jackson & others)

- Put in meeting brochure that (and when) the handouts will be available on line (ie, w/in 2 weeks of program)
- Convert to PDF & update if speaker updates presentation
- Offer option when register to purchase hard copy in advance
- Leave them up for approximately 1 month after the program
- Obtain consent form from the speakers
- To encourage speakers to get the handouts turned in on time, in confirmation letter state that if the handouts are not received by deadline, no honorarium will be provided.
- Some provide pads of paper, or note page on agenda
- Make available power strips to maximize the number of outlets for those that bring laptops
- Provide CD of handouts at the program
- Some place them on open access to promote programs/events & others place on members only page

Survey tools:

- Many states utilized one of the following survey tools. Both offer free surveys for a limited number of questions/responses, as well as package deals that have varying degrees of functionality. Many states utilize these tools to host program evaluations on line; membership surveys; board self evaluations, etc.
 - **Zoomerang** <http://www.zoomerang.com/online-surveys/>
 - **Survey monkey** <http://www.surveymonkey.com/>
 - **Doodle** <http://doodle.com/> **Doodle** helps scheduling meetings and other appointments. **Doodle** is simple, quick, free and requires no registration.