

1 **OREGON SOCIETY OF MEDICAL ASSISTANTS**
2 **Communications Committee Report**
3 **Year End Report: 2023-2024**
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6 This report summarizes the activities and achievements of the Communications
7 Committee for the period ending April 2024. The Communications Committee is tasked
8 with:

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- 10 • Being present at all OSMA Board Meetings
 - 11 • Coordinating with the OSMA Executive Board to receive, approve, and distribute
12 pertinent information to the OSMA membership, such as organizational news,
13 continuing education opportunities, career opportunities, and articles of interest
 - 14 • Coordinating with the website vendor to maintain and update the OSMA website
 - 15 • Serving as administrator of the OSMA Facebook page; sharing relevant content,
16 communicating with page visitors, and ensuring inquiries are directed
17 appropriately
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20 **MEETINGS ATTENDED**

21 The Chair of the Communications Committee attended the following official meetings:

- 22 • Summer Quarterly Board Meeting
 - 23 • Fall Quarterly Board Meeting
 - 24 • Winter Quarterly Board Meeting
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27 **KEY ACTIVITIES**

28 Throughout the year, updates were made to the OSMA website in cooperation with the
29 site hosting vendor. New graphic content was developed and deployed, tailored for
30 various platforms such as the website, social media, and other promotional materials.
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33 **FUTURE OUTLOOK AND DEPARTING NOTE**

34 After a rewarding tenure as Chair of the Communications Committee, the departing Chair
35 will be stepping down at the end of this report period. It has been a privilege for the Chair
36 to serve this community. Looking forward, the departing Chair encourages the incoming
37 committee to explore and implement ways to further enhance digital engagement and
38 streamline communication processes particularly around the delivery of continuing
39 education. The Chair extends best wishes to the incoming board, the successor
40 Committee Chair, and all members for success in collaboration and innovation as OSMA

41 continues to promote the medical assisting profession and support the medical assisting
42 community in their professional development pursuits.

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45 **ACKNOWLEDGEMENTS**

46 The Chair would like to thank President Holcomb, CMA (AAMA), for her continuous
47 patience, support, and guidance throughout the 2023-2024 period. Special thanks are also
48 due to Johnny Adamson, CMA (AAMA-AC), and Paula Purdy, CMA (AAMA), who
49 have patiently mentored, supported, and assisted the Chair in fulfilling their role duties
50 and expectations.

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52 Yours in service,

53 Andrea Erickson, CMA (AAMA)

54 Communications Committee Chair, 2023-2024