

ATOS 2015 ANNUAL MEETING COMMITTEE/OFFICER ACTIVITY REPORT FORM (2015)

Name of Activity: ATOS Communications Committee
(Please fill out separate form for each activity.)

Committee Chair/Officer Name: Richard G Neidich

Date of Report: June 14, 2015

1. Actions completed since the 2015 Mid-Year Meeting: (Please bullet actions completed.)

Committee Form and First Meeting April 8, 2015

Members include Steve Worthington, Nathan Avakian, Mike Bryant, Greg Bellamy, John Nelson

Developed list of highest priority issues to be addressed

Held Weekly Telecons with published item notes

First Committee Report regarding Staff Communications issued May 7, 2015

Second Committee Report regarding Chapter Communications issued June 14, 2015

2. Actions begun but incomplete since the 2015 Mid-Year Meeting: (Please bullet actions begun.)

Review of Website functionality to improve ATOS communications with all audiences

Marketing communications perspectives of ATOS by ATOS National and Chapter efforts

3. Goals to be reached by the 2016 Mid-Year Meeting: (Please bullet goals.)

First Committee meetings to address Website functionality

Continued marketing survey interviews

4. Amount budgeted for your committee: 0.00_____

Amount expended by your committee: 0.00_____

5. Comments: (Any bulleted special notations, problems, or suggestions should be included here.)

Planning to have Communications Committee activities integrated into routine staff functions

Marketing will need long-term study and solutions development after Communications Committee analysis

Website needs significant commitment of resources to affect needed improvements

ATOS Resources could be expanded by proper management and use of volunteer labor

6. Please provide a three-bullet summary of your committee/task force/officer activities since the 2015 Mid Year Meeting. These will be included in the minutes of the annual meeting.

Committee formed April 2015

Two issues reports released since April 2015

ATOS Marketing options and suggestions survey now in progress

