



Occupational Therapy Compact Communications Committee

Meeting Minutes

November 14, 2022

Committee Members Present:

Lesly James, Interim Chair
Missy Anthony
Olivia Freeman
Kathryn Loukas
Kathy Weed

Additional Commissioners Present:

Venus Walsh
Chuck Willmarth, AOTA (ex officio delegate)
Shaun Conway, NBCOT (ex officio delegate)

Legal Counsel Present:

Nahale Kalfas, Council of State Governments (CSG)

CSG Staff Present:

Isabel Eliassen, CSG

November 14, 2022

Welcome/Call to Order

- L. James called the meeting to order at 3:02 p.m. ET

Roll Call

- I. Eliassen called the roll. No committee members were absent.

Review and Adoption of the Agenda

- L. James called for a motion to adopt the agenda.
- I. Eliassen suggested adding an item to decide the next meeting date. O. Freeman suggested wait to decide next meeting date.
- **Motion:** M. Anthony moved that the committee adopt the agenda. O. Freeman seconded the motion. All present voted in favor.

Discussion of Interim Chair Role and Nomination and Election for Chair

- L. James called on N. Kalfas for explanation.
- N. Kalfas explained that in keeping with best practices, and to avoid any appearance of undue influence, the chair of the Communications Committee should not be a member of the Executive Committee, and therefore L. James would serve only as interim chair. The Communications Committee can suggest a chair to the Executive Committee and the Executive Committee can take that recommendation into consideration when appointing.
- N. Kalfas called for nominations. No nominations were forthcoming.
- C. Willmarth asked for a description of the committee's and chair's work prior to the nomination process.
- N. Kalfas suggested reordering the agenda to review the role of communications committee. L. James concurred.

Review of Role of Communications Committee

- L. James called on N. Kalfas to discuss the agenda item.
- N. Kalfas shared a document from C. Willmarth which outlined current and future goals of the committee.
- N. Kalfas stated that CSG would be able to maintain the current website until an executive director or secretariat is able to begin running the website. The committee will be responsible for various types of outreach, such as emails, presentations, conference booths, and other media. N. Kalfas recommended making the website the primary vehicle of communication for interested parties and primarily directing traffic via website links.
- N. Kalfas states that the amount of work for the chair and the committee would vary and would likely increase after the compact is operationalized.
- M. Anthony stated she worked on the Education Committee for the PT Compact and would be able to answer questions about that committee. PT has previously used a marketing firm to help with the development of their materials. She also stated she hoped AOTA and NBCOT would provide support for using materials their organizations have already developed for compact education.
- M. Anthony also mentioned that deciding a go-live date would be important and that a realistic date was key. L. James agreed about the importance of having a realistic date.
- The group emphasized the importance of beginning to meet early to have successful communication strategies. The group also discussed the logistics of having a standardized presentation for introducing people to the compact.

Website Review and Discussion of Additional Priorities

- N. Kalfas led the group in a review of the website, including the existing FAQ page.
- N. Kalfas explained the process for acquiring a data system and the process for adapting a data system to the needs of the compact.
- N. Kalfas explained that the group may want to come up with a standard infographic about the application process.
- N. Kalfas talked about the legal issues surrounding a mailing list. I. Eliassen discussed potential changes to the current system of mailing lists and contact forms which would help site visitors become more familiar with the website. S. Conway said sending similar info in an e-blast would be possible for NBCOT.

- N. Kalfas mentioned that if desired by the group, someone could make a motion to convert the current mailing list and commission contact system to a stock response.
- L. James called for a motion to make the necessary updates to the mailing list system.
- M. Anthony asked for clarification as to why a motion was necessary. N. Kalfas answered that it was to ensure changes to the website were captured in the minutes and that it could be motioned by this committee or by the Executive Committee.
- O. Freeman added that in addition to OT Compact, NBCOT, and AOTA mailing lists, boards should be asked to email their licensees. M. Anthony added that this may be a challenge but could be useful. C. Willmarth added that all of these are great communication channels and that he supports pursuing all of them as well as working with state associations.
- N. Kalfas clarified that there is both an e-blast and an automatic email response to those sending questions and signing up to be on the mailing list. N. Kalfas requested permission from C. Willmarth to send out his list of committee priorities to the committee members. C. Willmarth consented.

Return to Discussion of Interim Chair Role

- L. James reminded the group a nomination for chair was still needed. N. Kalfas said the decision could be deferred to a future meeting. I. Eliassen pointed out that L. James was already doing significant volunteer work for the commission and might appreciate support. M. Anthony volunteered to be interim chair for Communications Committee.
- L. James called for discussion. The group agreed this would be an acceptable course of action.

Meeting Closure

- L. James asked if there were any final questions or announcements. Hearing none, she called for a motion to adjourn.
- **Motion:** O. Freeman motioned to adjourn. K. Loukas seconded the motion. All present voted in favor and the meeting adjourned at 4:14 p.m.