****

***2020 ANNUAL REPORT***

***Board/Committee/SIG Position: PR Committee***

***Name: John Kiesel***

|  |
| --- |
| ***APTA INDIANA STRATEGIC PLAN UPDATE FOR TRACKING SHEET*** |
| ***GOAL & STRATEGY #*** | ***UPDATE*** |
| *Goal 2. Obj3. Strat 1* | *PR was involved with our NE district on developing marketing materials in early 2020 to promote direct accees/#choosePT in the district. The district was planning to involve local University marketing students as part of a class project.**This is an ongoing initiative and the committee plans to support Nate Nevin in developing an event related to the Centinnial Celebration.* |
| *Goal 2. Obj3. Strat 4* | *Pain SIG was born out of this strategy. Goal will be for PR and the Pain SIG to work together on projects related to educating our membership and the public on the role of PT in the prevention and treatment of pain.* |
| *Goal 2. Obj3. Strat 7* | *PR Chair spoke at the inaugural student conclave fall 2019. PR Committee partnered with student SIG to host a video contest promoting Direct Access. There was minimal participation in this (1 entry), but I ongoing partnership with the student SIG has been discussed. Students have helped with social media and continue to promote creative low-cost ways to promote the profession.* |
|  |  |
|  |  |
|  |  |

***INCLUDE ADDITIONAL INFORMATION NOT RELATED TO THE STRATEGIC PLAN HERE***

1. Chair discussed starting an Instagram account for the Chapter. Social media demographics trend younger on Instagram and older on Facebook, so we may be able to increase our presence with a younger demographic if we can post content on Instagram. New professional, Kate Zenker, PT has volunteered to help with this and I will reach out to Suzie for some assistance with branding prior to opening an account.

2.

3.

4.

5.