

Yearly 2017-Public Relations Committee SCAHPERD Board Report Form
Submitted by Jane Abbott- Chair

Information Items: *Over this year we have “tried” to meet via email. Things that were done mostly involved additions and edits to the SCAHPERD website. Worked with Office Assistant to compile list of social media used administered by SCAHPERD and add news outlets that we can reach out to as we promote all things SCAHPERD: <https://twitter.com/SCAHPERD> ; <https://www.instagram.com/scahperd/> ; <https://www.facebook.com/SCAHPERD/> ; YouTube address to be added; tweet or tag <https://twitter.com/scpublicradio> to get info out via SC public radio; tweet or tag SC ETV <https://twitter.com/SCETV> . These news outlets and social media outlets will continue to be added.*

Our action plan included creating PSAs and this will continue as a focus. In the mean time, Kathy Sullivan and the membership committee have put together several videos promoting SCAHPERD conference as well as membership to be added to website and YouTube. These have also been promoted on SCAHPERD social media platforms other than YouTube.

We continue to work on a comprehensive timeline of items to be promoted via social media and new networks. All current association presidents have been asked to provide a list of what they would like to have promoted by the Public Relations Committee. What we have so far: SCDA Yearly Kaleidoscope performance at the November conference and Every other year the SCADancing Festival (2018 Festival is being March 17-18 at the Governor’s school for the Arts in Greenville, SC); SCAPES Yearly Call for Grant applications in May, Conference Program submission deadline in June, Request for TOY nominations in September, Announcement of TOYs for previous year, PEAK Conference October???

Important Dates: *SCAHPERD Conference*

Strategic Plan Implications: *Increase membership and provide professional development for membership.*

Discussion Items: *none*

Action Items: *none*

Motion: *none*
