

Council of Faculty and Academic Societies Committee Reporting Template

Committee:	Communications Committee
Report Date:	November 2, 2018
Major Objectives:	<ul style="list-style-type: none"> • Increase social media engagement of CFAS reps at AAMC/CFAS meetings through Tweet chats. • Liaise with the CFAS Evaluation Committee on social media engagement. • Strategize on how to create value for CFAS society members. • Coordination between CFAS Advocacy Committee and CFAS Communication Committee is needed for aligned messaging. • Facilitate discussion of alternative funding sources for GME. • Create meeting sessions on the value of membership in CFAS to societies, especially smaller societies. • Communicate AAMC career resources to CFAS reps.
Potential Work Products or Milestones for Completion of Objectives, e.g.: <ul style="list-style-type: none"> • Tools for faculty • Programming, meeting sessions /webinars • Thought papers, commentaries 	<ul style="list-style-type: none"> • Tweet chats at CFAS spring meetings are an increasingly popular activity and opportunity to strengthen engagement and networking among CFAs reps. <ul style="list-style-type: none"> ○ Potential Tweet chat topics: AAMC meetings, how faculty can communicate with younger generations, the pressing issues in faculty meetings. ○ The Communications Committee should host the first tweet chat, but then other CFAS committees should do their own tweet chats. ○ There needs to be guidelines for appropriate and inappropriate social media engagement. Someone usually has to manage people who distract from the topic in the tweet chat.
Specific actions requiring Administrative Board or AAMC leadership consideration:	
Committee Comments:	

	<ul style="list-style-type: none">• There is a need for a better understanding of what society reps want to get out of CFAS meetings and also an awareness of societies' different issues of concern/interest so CFAS can identify areas of overlap.• Over time, communication about CFAS is getting traction and people are more aware than they were in the past of the AAMC and CFAS. Linking to what CFAS does (wellbeing page, newsletters, etc.) in talking to people about CFAS has gotten a small specialty society to get their reps much more aware of the value of membership.• There needs to be discussion about how communication is changing regarding how doctors are using texts, pictures, and telemedicine so patients don't have to come into the hospital. Learning how to use artificial intelligence (AI) and the Internet of Things (IoT) in health care is a challenge that's separate from managing the EHR.
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