



Physical Therapy Compact Commission Marketing Task Force Meeting Minutes

May 3, 2022

1:00 – 2:00 p.m. (ET)

Via Teams

MEMBERS PRESENT:

David Harris, Tennessee, Task Force Chair
Harvey Aikman, Texas
Missy Anthony, Ohio
Sarah Casey, Oregon
Laurie Kendall-Ellis, Maryland
Jeff Miller, Delaware

COMMISSION STAFF PRESENT:

T.J. Cantwell, Compact Administrator

FSBPT STAFF PRESENT:

Jeff Rosa, Managing Director, Post-Licensure Services
Richard Woolf, Chief Professional Officer

Call to Order

The meeting was called to order at 1:02 PM, ET by Chair Harris

Approval of the February 9, 2022 Minutes (Action Required)

Minutes Approved

Discussion of Marketing/Education Activities

Chair Harris and Mr. Cantwell provided updates regarding the marketing and education outreach activities during the first quarter of 2022 and upcoming activities being coordinated with compact states and the marketing company.

Discussion and Feedback on New Marketing/Education Materials and Ideas

The committee reviewed, discussed, and provided feedback on new marketing and educational materials. The committee discussed other opportunities to provide information about the compact to students and recent graduates.

- a. State Board Promotion Checklist
- b. Compact Slides for State Board Presentations
- c. Newsletter Articles for State Boards and PT associations
- d. FSBPT Faculty Newsletter articles
- e. "How I use the Compact" testimonials
- f. Telehealth survey and webinars
- g. Other ideas

Next Steps

After the recommended revisions are made to the materials they will be disseminated to the appropriate partners and audiences.

Next Meeting

The Committee will meet again in late June/early July.

Adjournment

Chair Harris adjourned the meeting at 2:01 PM, ET on May 3, 2022.

DRAFT