



Physical Therapy Compact Commission Marketing Task Force Meeting Minutes

January 4, 2022

2:00 – 3:00 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

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 & Introductions

The meeting was called to order at 2:03 PM, ET by Chair Harris. Task force members introduced themselves.

Review and Discussion of Task Force Purpose

T.J. Cantwell reviewed the purpose of the task force.

Discussion and Feedback on Marketing Messages and Materials

The task force reviewed documents provided by an outside marketing company and provided feedback and comments for consideration in future revisions.

Discussion of Opportunities to Disseminate Marketing Materials

The task force discussed potential opportunities to disseminate the marketing materials being developed. Future meetings will discuss the opportunities further.

Next Steps

Task force comments and feedback will be provided to the marketing company and future materials will be shared with the task force.

Next Meeting

The Committee will meet again in February.

Adjournment

Chair Harris adjourned the meeting at 3:03 PM, ET on January 4, 2022.