

Name (report preparer):Brecht Mulvihill

Date: 2/8/2021

Name of Council/Committee/Task Force:

**Council on Communications**

**MEETINGS**

Date: February 5, 2021

X Conference Call    \_\_\_ In-person

Location: Conference Call via Zoom

Attendance:

Chair: Dellinger

Members: DeLeon (CONYM), Dellinger (Chair), Dunn, Durbin (BOT), Hughes, Jorgensen, Miller, Teng, Vitkus, Wang

Staff: Brothers, Mulvihill, Otero, Schult, Weishaupt

**MEETING HIGHLIGHTS**

Topic	Discussion	Action/Follow-up
Meeting	The bi-annual meeting of the Council on Communications (COC) was held virtually via Zoom on Friday, January 8, 2021. The meeting began at 8:00am Central Standard Time. COC Chair Dr. Aron Dellinger chaired the meeting.	N/A – for information
Approval of Agenda and Consent	The agenda and consent agenda were approved as presented.	N/A – for information
Board Liaison Report	<p>COC Board Liaison Dr. Mike Durbin</p> <ul style="list-style-type: none"> <li>• Durbin thanked members of the COC for their service among unprecedented circumstances and to the AAO team for keeping the momentum moving forward. All members of the Council will be returning in FY21-22, with the possible exception of DeLeon (CONYM).</li> <li>• Dr. Durbin communicated upcoming events and discussed actions of the AAO Board of Trustees (BOT) from the December 2020 meeting, including: <ul style="list-style-type: none"> <li>• Upcoming Events: <ul style="list-style-type: none"> <li>• Leadership Development Conference - This year’s LDC keynotes are available to all members and posted on the AAO website. The remainder of the conference takes place on Feb and March 25<sup>th</sup>.</li> <li>• Winter Conference - WC is coming up on Feb. 12-14th, taking place virtually and covering clear aligners.</li> <li>• 2021 House of Delegates – The HOD will occur virtually April 23-25<sup>th</sup>.</li> <li>• Annual Session - AS has moved to June 25 – 27 and will take place in person and virtually this year.</li> </ul> </li> </ul> </li> </ul> <p>Action from December 2020 BOT:</p> <ul style="list-style-type: none"> <li>• At Large Trustee - The BOT decided to refrain from adding another At Large Trustee.</li> </ul>	n/a

	<ul style="list-style-type: none"> <li>• Inclusion &amp; Engagement Task Force - The BOT established a new Inclusion and Engagement Task Force to make sure that we are giving pathways to leadership to all members.</li> <li>• OSO/DSO Task Force – The BOT established the OSO/DSO Task Force to engage and inform resources needed for members in the practice modality.</li> <li>• AAO Facebook Groups - The BOT approved the use of member Facebook groups to connect across member peer groups, developed policies to address usage. CTECH has formed the first of these groups.</li> </ul>	
Member Marketing Update	<p>Mulvihill presented current plans and metrics for member marketing items. The AAO is currently experiencing great rates for email opens and clicks.</p> <p>COVID Resource links are showing high traffic for members including items on infection control, vaccine information and availability and items related to COVID relief and financial issues.</p> <p>Changes informed by Membership Sub-Committee including graphics and other eBulletin details have improved performance and helped direct members to find information faster.</p> <p>For this year’s membership renewals, discounted ACH fees and installment payments were offered to members as an incentive to renew. Reach rate of renewal emails continues to rise.</p> <p>New member website was unveiled Feb. 2, 2021. Information should be easier to find with fewer duplication and clicks for members. The idea of the new website to be AAO specific branding and structure of content.</p> <p>Upcoming outreach includes virtual and in-person meeting promotion, a renewed advocacy push, and potential upcoming changes to the strategic plan.</p>	Win-back and resubscribe campaigns take place through the Spring, all other initiatives ongoing.
Creative Review	<p>Happy Mouth Now premiered early in FY20-21 to very strong numbers. The Precocious Kid followed with importance of children seeing an ortho at an early age. Marketing publication Adweek recognized Happy Mouth Now for their underlying message and unique delivery.</p> <p>Future direction of creative campaigns was discussed to include focus on children and the benefits of seeing an orthodontist at an early age. As new campaigns are released, it remains important that we find members who want to share it as well. Social media becomes a very important piece of the strategy.</p> <p>The difference between dentists and orthodontists is still a problem in some areas, and the lack of understanding extends to patients as well. People like and trust their dentists, and we don’t want to be seen as being negative in this regard.</p>	Future creative to be determined in line with AAO messaging, increased promotion to members needed.
Influencer Campaigns	Three key components to successful campaigns: influencers, messaging, and metrics. The previous campaign featuring a smaller	Messaging and timing on future campaigns TBD.

	<p>group of more high-profile influencers yielded better results. Engagement rate is very high compared to similar projects.</p> <p>What's next: COC to consider diversifying the influencers including men, specialists, new categories, etc. Health and self-care also are a huge opportunity in this space. Future influencers will be selected based on their ability to create a connection with their followers. Notably, our analysis indicated that moms tend to make these decisions in the household, hence the current direction.</p>	
CAP Discussion and Recommendation	<p>Almira Schult presented to the BOT on CAP strategy and stats in December. In FY21, CAP has operated with a smaller budget of \$5 million. Goal for FY21 is to maximize CAP dollars through traffic to website and an organic presence.</p> <p>Our SEO content positions the AAO as the expert or go-to source of information for orthodontic queries.</p> <p>In 2021, CAP ads had a 40% decrease in spend, a 28% decrease in traffic, and a 74% increase in duration. Similarly, clicks to the "Find an ortho" locator have increased 38%, a 125% increase in clicks to doctor's website, and a 56% increase in form submissions.</p> <p>Three blog items complemented The Precocious Kid campaign for wholistic approach. Comments and engagement on social media furthered this message well.</p> <p>We can still optimize what we're doing with a five-million-dollar budget.</p> <p><b>Motion Passed: AAO COC was unanimous in their agreement to recommend a budget of \$5 million for the CAP to the House of Delegates for FY21-22.</b></p> <p>Dr. Durbin notes that last year, we cut the amount members were paying; however the same budget for 21-22 would mean an increase in the assessment from \$300 to \$600.</p>	CAP Recommendation to be Shared with HOD.
Anti-bullying Campaign	<p>For October of 2020, office participation in anti-bullying month was promoted via eBulletins, the AAO member website, and on social media. Promotion began in July and was heaviest during the month of October.</p> <p>Ideas for 2021 include mailing a toolkit to every office, continued use of the #BullyingBites hash tag, poster for member practices, t-shirt ideas from practices, and renewed focus on our partnership with Stand for the Silent.</p> <p>In the past, the suggestion for fundraising has received push back, but members of the COC feel that there needs to be a monetary component that is prepackaged for members.</p> <p>The "ready to roll" campaign is necessary for member participation to increase. It's likely a staffer who would handle this</p>	Additional brainstorming may be necessary, staff to report back on the ideas offered for a game plan.

	project. A complete packet will allow members to hand the project off at one time.	
Four Things Discussion – Committee of the Whole	<p>Mindi Brothers reports that the goal of the “Four Things” is to look at each of these different areas from the perspective of different committees and councils’ focus. Ideas below are the leads we identified in September. If there are other topics for consideration, let’s add to the list and get a working doc together.</p> <ol style="list-style-type: none"> <li>1. Aligners – Consumer Alert <ol style="list-style-type: none"> <li>a. Simplify the current AAO Consumer Alert to be more consumer friendly.</li> <li>b. Web Content Subcommittee to review and revise content as appropriate.</li> </ol> </li> <li>2. Aligners – Aligner Education <ol style="list-style-type: none"> <li>a. Create clear aligner education material for adult patients.</li> <li>b. Web Content Subcommittee has added to FY 20/21 content calendar.</li> </ol> </li> <li>3. Practice Management – Hiring Agencies/Freelancers: What to Look For</li> <li>4. Practice Management – Consumer Education <ol style="list-style-type: none"> <li>a. COC to focus on ensuring Market Your Practice stays up to date (patient education materials/videos) and increasing member awareness of these resources.</li> <li>b. Current patient education materials to be reviewed and approach to be discussed.</li> </ol> </li> </ol> <p>A Committee of the Whole discussion was conducted and staff took notes on suggested topics and ideas for further discussion</p>	Identify new areas for discussion. Edits to be suggested for the AAO Consumer Alert.
Subcommittee Assignments	<p>Web content: Dr. Miller, Dr. Vitkus &amp; Dr. Hughes  Creative: Dr. Hughes, Dr. DeLeon &amp; Dr. Teng  Membership: Dr. Dellinger, Dr. Teng &amp; Dr. Wang  Anti-Bullying/Special Projects: Dr. Jorgensen &amp; Dr. Dunn</p>	Staff to update COC with final engagement metrics via email.
Social Media (FB) Group Assignments	<p>OrthoPreneur – Jesse Teng  Women in Orthodontics – Courtney Dunn,  The Digital Orthodontist – Greg Jorgensen  Ortho Cosmos – Jesse Teng  Aligner Insider – Herb Hughes  Ortho Start-ups – Mary’s List – Jackie Miller  Ortho Pearls – Greg Jorgensen</p>	Social influencer campaigns to continue. Staff to provide upcoming campaign updates via email.
Council Chair Election	COC nominates Hughes and Dellinger to serve as the next Council Chair, COC members to email Durbin with their selections.	Durbin to tabulate results of the Chair election.
2021 Remaining Meetings	<p>FY21 remaining meeting dates:  Friday, March 5: Conference call @ 7am CT via Zoom</p>	Staff to coordinate meeting details and send invitation for virtual meeting.