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Date: 7/29/2021

Name of Council/Committee/Task Force:

**Council on Communications**

## MEETINGS

Date: June 4, 2021

Conference Call     In-person

Location: Conference Call via Zoom

### Attendance:

Chair: Hughes

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

Staff: Brothers, King, Mulvihill, Otero, Schult, Weishaupt

## MEETING HIGHLIGHTS

Topic	Discussion	Action/Follow-up
Meeting	The scheduled conference call of the Council on Communications (COC) was held virtually via Zoom on Friday, June 4, 2021. The meeting began at 7:00am Central Standard Time. COC Chair Dr. Herbert Hughes 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
Housekeeping	Dr. Hughes announced the council's new assignments: Dr. Richard Williams as BOT liaison and Dr. Emily Willett as the CONYM representative.  Meeting schedule for FY21-22 is as follows: <ul style="list-style-type: none"><li>• Friday, June 4: Conference Call</li><li>• Friday/Saturday, September 10-11: In-Person Meeting</li><li>• Friday, November 19: Conference Call</li><li>• Friday/Saturday, February 4-5: In-Person Meeting</li></ul> Friday, April 8: Conference Call	N/A – for information
BOT Update	Dr. Williams provided a BOT update. The BOT is discussing policies following partner and advertisers as well as the Committee C review process. Additionally, the BOT will begin work on the new strategic plan and will rely on the results of the Futurist Study as a starting point.  Discussion was had regarding the need to educate members on what the AAO can and cannot do as an association.	N/A – for information
Member Marketing Update	Staff provided a member outreach update, which includes virtual annual session, TechSelect and the Wharton Business School partnership promotion. The "Value of Unity" membership renewal campaign has launched. Outreach is looking strong with engagement rates nearing 70%.	Event promotion to continue. Renewal campaign and all other initiatives ongoing.

	<p>Council members were asked to share any thoughts or critiques regarding the renewal campaign with staff.</p> <p>Membership subcommittee to discuss the addition of topic specific newsletters during their next conference call.</p>	
Creative Update	<p>With a central theme of promoting orthodontists as specialists, the first spot in the new “Almost-Right Person” campaign launched in late May. Through a series of metaphors, the campaign compares the almost-right professional to the definitely-right professional.</p> <p>Two additional spots are in post-production and will launch later this summer.</p>	Staff to keep council updated on the timing and release of additional campaign videos.
CAP Update	<p>Staff reviewed year-end performance metrics. A breakdown by state and province will be shared with membership over the coming weeks. Overall, the CAP closed FY21 strong with the following:</p> <ul style="list-style-type: none"> <li>• 4,856,481 web visitors to the consumer site <ul style="list-style-type: none"> <li>○ While we spent 21% less this year, traffic only dropped 18%. Additionally, we saw session duration increase by 15%, bounce rate decrease by 4% and views of the Find an Orthodontist locator increase by 150% YoY. This indicates that the traffic was of much higher quality as users spent more time on the website, were less likely to exit and were more likely to convert with an overall 48% increase in conversions (uses of the Find an Orthodontist Locator).</li> </ul> </li> <li>• 369,259,464 ad impressions on platforms like Facebook/Instagram, Snapchat, Google search, display and Youtube</li> <li>• 6,791,057 ad clicks</li> <li>• 59,667,628 total video views across Facebook/Instagram and Youtube</li> </ul> <p>The Web Content Subcommittee will oversee an update of the consumer website.</p> <p>Council members discussed a need to keep members updated on CAP strategy and performance metrics. Staff to ensure the webpage <a href="http://aaoinfo.org/cap">aaoinfo.org/cap</a> remains updated.</p>	Web Content Subcommittee to oversee an update of the consumer website and keep the council updated via email.
PR Update	<p>A PR assessment is currently underway to identify opportunities for the AAO to capitalize on media and public relations.</p> <p>Creative for the Anti-Bullying campaign is in development, with member awareness efforts beginning in August. The pledge will be revisited to ensure it is digestible for younger patients.</p> <p>The most recent influencer campaign, focusing on early treatment and age 7, concluded in April and saw an average 18% engagement rate. Diversifying our influencers will remain a priority</p>	Staff to update council via email on anti-bullying creative materials and promotion.

	for future campaigns.	
Subcommittee Assignments	Web content: Dr. Miller, Dr. Vitkus & Dr. Hughes Creative: Dr. Hughes, Dr. Teng & Dr. Willett Membership: Dr. Dellinger, Dr. Teng & Dr. Wang Anti-Bullying/Special Projects: Dr. Jorgensen & Dr. Dunn	Staff to continue keeping subcommittee members updated and included in corresponding efforts via email.
Social Media (FB) Group Assignments	OrthoPreneur – Jesse Teng Women in Orthodontics – Courtney Dunn The Digital Orthodontist – Greg Jorgensen Ortho Cosmos – Jesse Teng Aligner Insider – Herb Hughes Ortho Start-Ups – Lauren Vitkus Mary’s List – Jackie Miller Ortho Pearls – Greg Jorgensen Controversies, Concepts and Items of Interest in Orthodontics – Dr. Jorgensen & Dr. Teng	Social influencer campaigns to continue. Staff to provide upcoming campaign updates via email.

**Jackie Miller**  
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