

Communications Committee Meeting

Monday, June 24, 2024, 11A-12P EST

Attendees:

| | |
|-------------------|---------------------------------|
| Mike Bowl | Francisco Barros Becker |
| Dietmar Wohlbauer | Jaiyue Liu |
| Marisa Zallochi | Kristin Gordy, Executive Office |

Apologies:

Nicolas Grillet
Kelsey Anbuhl

Unexcused:

| | |
|----------------------|-----------------------|
| Ariel Hight | Hainan Lang |
| Randy Kulesza | Sara Momtaz Bokharaei |
| Sree Varshini Murali | Ruben Stepanyan |

Minutes:

Review of Previous Minutes

The group commenced by reviewing and signing off the minutes from the previous meeting, ensuring all participants were aligned on past decisions and discussions.

Council Charges and Progress

Discussion ensued about the charges given by the Council. The group expressed concerns over the lack of progress and planned to clarify the goals of these charges for better planning and achievement of objectives. Skylar Jennings was identified as Advocacy Liaison awaiting further guidance from the Council and committee. Kristin will email Mike and Skylar to introduce them.

Promotion and Partnerships

The committee explored various strategies to promote the ARO Midwinter Meeting and ARO itself. The committee agreed that enhancing partnerships with other organizations is important for promotion. Mike Bowl suggested consulting the past Communications chair for insights on progress and to find out more about the Advocacy Liaison position. The need to streamline the Communications Committee and External Relations Committee strategic goals was also discussed. The committee requested a list of current partner organizations which the Executive Office will provide. The committee will move forward on identifying potential new collaborators and partner organizations.

Educational Outreach Initiatives

The group discussed mobilizing ARO members to deliver talks on hearing health in schools, targeting primarily younger children in primary schools. Mike Bowl proposed creating a standardized talk outline to facilitate these outreach efforts. Further ideas included engaging students through hands-on experiences and competitions, such as designing hearing health-related posters with potential rewards. The possibility of enhancing ARO's online presence was discussed, with proposals including the creation of a patient resources tab on the website, educational videos on the ARO YouTube channel, and a list of labs and experts for public access. The importance of improving SEO and tracking website analytics was highlighted to optimize user engagement.

Long-term Goals and Government Engagement

The committee discussed the long-term ambition of initiating a government-level debate on noise pollution in public areas and the potential legislative involvement in hearing aid availability. Plans were made to gather more feedback and possibly form a task group to delve deeper into these issues.

Committee Meetings and Member Engagement

Mike Bowl raised the possibility of reintroducing committee meetings in 2025 at the ARO MidWinter meeting to help foster greater interaction among members. The importance of highlighting the roles and work of different committees was discussed to encourage more active participation from members.

Conclusion and Next Steps

The meeting concluded with Mike Bowl thanking everyone for their contributions. The group agreed to follow up on the discussed initiatives and confirmed the scheduling of the next meeting, which is to be held in about a month's time after conducting a time survey to determine the best meeting time.

Action Items:

1. Mike Bowl will begin working on clarifying/consolidating the committees strategic charges
2. Mike Bowl will reach out to Barbara Canlon, former Communications Committee Chair, and the ARO Council to gather more information on progress and purpose of Advocacy Liaison position.
3. Executive Office will send out a time survey to schedule a meeting in July.
4. Executive Office will provide a list of current ARO partnerships/collaborations.
5. Francisco Barros Becker to reach out to spARO to gauge their interest/thoughts regarding Outreach initiatives.