

Communications Committee Meeting Wednesday, August 28, 2024, 10A-11A EST

Attendees:

Mike Bowl Francisco Barros Becker
Hainan Lang Dietmar Wohlbauer
Marisa Zallochi Ruben Stepanyan
Kristin Johnson, Executive Office

Apologies:

Kelsey Anbuhl Nicolas Grillet
Sree Varshini Murali

Unexcused:

Ariel Hight Randy Kulesza
Jaiyue Liu

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.

Outreach Awards and Collaboration with NIDCD

Dr. Bowl initiated a discussion on the potential for outreach awards, noting that the ARO Council was generally supportive of the idea and agreed the committee should pursue it. He also emphasized the importance of utilizing resources from the National Institute on Deafness and Other Communication Disorders (NIDCD) Noisy Planet campaign for the outreach initiatives the committee have been discussing. The group expressed a strong interest in reaching out to NIDCD to explore partnership opportunities for co-promoting outreach activities aimed at raising awareness about noise and hearing health within communities. With NIDCD approval, the committee agreed to leveraging existing materials from NIDCD to enhance outreach efforts, reinforcing the idea that collaboration should focus on mutual support rather than competition. The group also considered developing educational materials addressing noise exposure related to aging and loud music in sports classes. The possibility of announcing one or more initiatives at the upcoming MidWinter Meeting was proposed. The Executive Office noted that it is possible but securing a slot in the schedule could prove challenging this year.

Website Redesign Discussion

The meeting transitioned to a discussion about the ARO website redesign. The Executive Office shared a document from their Marketing Department outlining the goals and visual direction for the redesign. Dr. Zallochi, also a member of the ARO Membership Committee made note that the Membership Committee believes it should be more involved in the redesign process. Enhancements to the homepage content and improved communication throughout the site were suggested. The group discussed various sections of the website, aiming to streamline content and improve user experience. Suggestions included changing the "Why attend" section and similar phrases to "Who should attend" for a more positive framing and gathering member testimonials to enrich the website's content.

A significant point of discussion was the necessity for a clear public-facing section of the ARO website to provide accessible information about otolaryngology and hearing health. The current website was deemed non-intuitive, failing to serve both members and the public effectively. The group agreed on the importance of simplifying navigation and incorporating search engine optimization (SEO) to enhance visibility. Dr. Bowl stressed that the website should not only cater to current members but also attract new members, highlighting the need for a more engaging homepage that reflects ARO's diverse focus on research, education, and public outreach.

The Executive Office will create [a shared drive and files](#) to collaborate on the document from the Marketing Department and share the feedback thus far with the designers including the Noise Planet website as a good example of how the committee would like to see the navigation bar set up.

Task List

1. Dr. Bowl- Reach out to NIDCD for potential collaboration and co-promotion of outreach activities.
2. All members: Collaborate on editing website content through a Google Doc for feedback and suggestions.
3. Mike Bowl and Nicolas Grillet will follow up on the status of the Mini Grant fund and discuss its promotion.
4. Executive Office: [Provide shared Google drive & docs.](#)
5. Executive Office: [Send out time survey for an October meeting.](#)