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2017-2018 ANNUAL REPORT

EB Office: Public Relations & Social Media

Vice-President: Erica Neller

1. Primary Accomplishments in the year 2017-2018:

We established an invested committee to assist with carrying out and expanding the work/vision of MSHA's public relations and social media presence.

2. Major Challenges:

Prior to having committee members, time was our major challenge.

3. Plans/Directions for 2018-2019:

Our #1 objective is to increase how many members we are reaching thru the varying social media accounts. We plan to do that by:

- Collaborating with other committees to post information about the things they are focusing their work/attention on
- Posting more information about advocacy, different bills we should pay attention to and why
- Plan MSHA President posts to let members know what he/she is up to during the year of service
- NSSLHA features for each of the Universities/Colleges in MI
- "Humans of MSHA" to highlight members and their work in the field
- Advocacy Days/Weeks/Months for things relevant to our professions