



Transforming professional performance through the power of human interaction

Committee Report Publications Committee 2015

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In anticipation of the upcoming ASPE conference, the Publications Committee (PC) team wanted to give the membership an update and report on the progress made this year with the association newsletter, ASPE eNews.

Historically, the ASPE newsletter has taken many forms and undergone several format changes. For over ten years it was maintained as a quarterly publication (ASPE Quarterly) complete with regular columns, regular writers and a formal layout. It was disseminated to the membership in PDF format four times per year. Past editions of ASPE Quarterly can be found on the ASPE Website <http://aspeducators.org/>

In 2011, the newsletter took the shape of ASPE NEWS, which was formatted in a purchased WordPress platform, published monthly and maintained exclusively by the publications committee members. WordPress is still maintained by ASPE ADMIN in order to retain our member's ability to access archives, which can be found at <http://aspenews.org/>

As many members are aware, the publications committee, with the help of ASPE administration, has partnered with Multiview to offer a complimentary e-newsletter to the industry and community of SP educators (available to members and non-members) in the summer of 2014.

Multiview is a third party advertising firm located in Irving, Texas, USA. Multiview provides resources to associations – complimentary – including e-newsletters and website advertising. The company has a large call center and literally “dials for dollars” selling advertising to industry vendors for the e-newsletter and for website placement. They are able to offer the e-newsletter, as they retain a portion of the advertising sales and provide a non-dues revenue source/rebate back to the association (ASPE). Many associations partner with Multiview including the Society for Simulation in Healthcare (SSH).

Publications Committee Mission Statement

To bring high quality reporting of current research, trends, techniques and information regarding SP methodology and other relevant industry articles to the attention of the membership through the web based, bi-monthly newsletter, ASPE eNews.



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Multiview uses a dynamic keyword search function to determine/identify e-newsletter content in collaboration with the publications committee who works closely with Multiview to review articles for relevance. Additionally, the pubs committee finds interesting articles, gathers and edits materials from the Board of Directors and other ASPE members for inclusion in each newsletter.

It's important to keep in mind that Multiview may elect to *not* extend our agreement if the newsletter does not perform in a way that supports their efforts. In other words, there is the risk that we are offering a benefit to our members that will be short lived. In December of 2014, Multiview renewed the agreement for another calendar year; the agreement will be re-negotiated in November / December of 2015.

Fortunately, our newsletter "open" rate is **outstanding**. According to KMWG, ASPE's association management company, "Our view and open click rate bounces between 60% - 80%, which is very good. Industry standard for e-mail blasts is only about 30% – 40% opened". This means that readers of ASPE eNews are actively clicking on and reading sponsored content, industry articles and vendor ads.

Thanks to the involvement and positive feedback from our members we are hopeful that our relationship with Multiview will continue. The more traffic readers generate by each click on articles, announcements, archives and ads, the more likely that ASPE eNews is here to stay.

The most popular articles continue to be those that contain ASPE specific material and articles related to SP work. Members want information that will impact and improve their daily function. Announcements, committee reports, conference reflection pieces, research articles, abstract annotations, as well as HR and medical education articles, all rank highly on the "most clicked" report.

The newsletter offers other handy features, such as a key word search function that allows you to browse articles by date, author or other key words. If you miss an edition, or don't have time to read through all of the articles, just click on this link when you find a quiet moment and catch up on the latest ASPE news.

<http://multibriefs.com/briefs/aspeorg/>

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Each December, Multiview compiles a list of the top ten “most read” articles of the year. It allows you to look back and reflect on the news of the past year and to see what other members found interesting and relevant.

The publications committee has gotten feedback comments from members that reflect the value of the eNewsletter:

“I wanted to let you know how much I have appreciated the E news messages that have appeared so regularly this Fall and now winter. They really make me feel connected to the wider world of SPdom. Thanks to you and whomever has been instrumental in creating them. They are a real benefit of membership.”

“Thank you and the Publications Committee for all of your efforts on behalf of ASPE. You do a phenomenal job!”

“This edition of the e-news exceeded your normally excellent standards; Kudos to your staff for an exceptionally helpful issue. Kris Slawinski’s opening article set the stage for the whole issue.”

We hope that you find the member benefit of the ASPE e-newsletter a valuable and engaging way to stay connected.

Please send *YOUR* feedback to Val Fulmer at:

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