

## Publications Committee Update, November 2014

by Valerie Fulmer, U of Pittsburgh SOM

The Publications (Pubs) Committee has been working hard on our biweekly, electronic newsletter – ASPE eNews. Our goal is to keep ASPE members current on association news and information relevant to what other members are doing. Multiview has been the ASPE newsletter sponsor since June of 2014, and we at the Pubs Committee hope that all members have been receiving and enjoying the newly formatted newsletter.

You can find all editions of the newsletter at <http://multibriefs.com/briefs/aspeorg/>. To retrieve previous editions, click on the “Browse by Date” link on the left side of the screen then select the desired newsletter date.

If the newsletter is getting caught in your Spam or Junk folder, there are instructions at the bottom of each brief, which explain how to whitelist the NewsBrief. Click on the “[Learn how](#)” link. You may also access this information by going to [http://multiview.com/pdfs/NewsBriefs\\_Help.pdf](http://multiview.com/pdfs/NewsBriefs_Help.pdf).

### Multiview

Multiview is a third party advertising firm located in Irving, Texas, USA. Multiview provides several complimentary resources to associations, such as electronic (e-) newsletters and website advertising. Multiview petitions industry vendors to purchase advertisement space on the e-newsletters and websites. Multiview is able to offer the e-newsletter free of charge to ASPE because it retains a portion of the advertising sales and provides non-dues revenue source/rebate back to the association. Many organizations partner with Multiview, including SSIH.

Our newsletter “open” rate is **outstanding**. According to KMG, ASPE’s association management company, “Our view and open click rate bounces between 60% - 80%, which is very good. Industry standard for email blasts is only about 30% – 40% opened.” Because ASPE members have helped us sustain a high open rate and advertising sales have been strong, Multiview is not only pleased with our arrangement but has also agreed to renew our contract for one year.

The most popular articles in the e-newsletter are those that contain **ASPE specific material**.

- Examples: Announcements, committee reports, conference reflection pieces, research articles, abstract annotations, as well as SP and medical education articles

Several strategies aimed at enhancing *ASPE eNews* are being considered. For example, Multiview has plans to increase the number of companies advertising on our e-newsletter. ASPE Membership Committee has offered to send ASPE affiliates our e-newsletter link along with other association information. And, the Pubs Committee has plans to solicit more information from ASPE members. (Refer to “Share what know” section below)

### New Publications Committee Members

**Janie Boyer** comes to our committee with *over 10 years* of SP Educator experience at Ohio State University School of Medicine. She will start her tenure with us by collaborating with other committee members to develop a question and answer “Advise” column for ASPE members.

**Terry Sommer** also has *years* of SP Educator experience and is currently the Director of the Morchand Center for Clinical Competence at Mt Sinai School of Medicine in New York City. Terry will utilize her love of reading

to link members to interesting articles from “obscure corners of the medical education universe”. She will also enlighten readers with other tidbits of information that she has discovered.

### **ASPE eNews: Share what you know**

Keep the materials and ideas coming! ASPE members, committee representatives as well as the Publications Committee have been working hard to ensure the e-newsletter contains information that is current, relevant and motivating.

*ASPE eNews* is an informative and entertaining publication to read because it is about **your** ideas, **your** scholarships and **your** experiences. It is important for you to keep us informed, so we can keep other members up to date.

*ASPE eNews* would like to know:

- Have you changed jobs, received a promotion, or published an article or book? Tell us, so we can share your success in the *Member News* segment.
- Was your program featured in print or film? Do you have a great article to share? Tell us, so we can mention it in *Media Watch*.
- Do you know a SP who has an interesting story about how being a SP has affected his/her life? Refer them to us, so we can print their inspiring stories.
- Did you attend a workshop at an ASPE or other conference that has influenced how you approach your job as a SP educator? Let us highlight the impact of that workshop in *Conference Gems*.
- Did you attend a conference recently? Would you be willing to share your conference experience with the membership?
- Are you a member of an ASPE interest group? Would you like to update the membership on progress and/or changes in your interest group?
- Are you aware of an innovation in the field that your colleagues might find interesting and/or helpful?
- Do you or a SP have a funny story about the things students or other SPs say and do? Tell us, so we can share some humor with your peers.

(Please respond to Valerie Fulmer at [vfulmer@medschool.pitt.edu](mailto:vfulmer@medschool.pitt.edu) )

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