1. COMMITTEE’S YEAR IN REVIEW

The Marketing and Communications Committee (MCC) has been working on a number of initiatives aimed at promoting specialty veterinary medicine in general and developing tools to help members market themselves at the local level. The three main areas of focus are:

Animal Owner Awareness Campaign
ACVIM and ACVS joined forces to create a campaign to raise awareness of specialty veterinary medicine. The campaign includes development of an animal owner focused website, improved search for a specialist tool and social media. A marketing and public relations campaign will promote the movement and get the word out.

Diplomate Marketing Toolkit
A toolkit for Diplomates is being developed and will provide the opportunity for individuals or practices to customize marketing materials to meet their needs.

Local VMA Sponsorship Program
The local VMA sponsorship program allows ACVIM to get the message out to primary care veterinarians in a consistent manner by identifying potential Diplomate speakers in major markets, providing training on delivering a cohesive message, providing sponsorship of those speakers at their local VMA’s CE sessions and getting feedback from both the Diplomate speaker and local VMA’s.

2. SUMMARY OF POINTS NEEDING BOARD DISCUSSION &/OR ACTION

<table>
<thead>
<tr>
<th>Topic</th>
<th>Mission Div./Cat.</th>
<th>Priority/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>A discussion about the MCC progress and the subsequent review of the LAIM marketing needs.</td>
<td>15 min.</td>
<td>VetSOAP</td>
</tr>
<tr>
<td></td>
<td></td>
<td>20 min.</td>
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3. BACKGROUND FOR DISCUSSION POINTS

N/A

4. HIGHLIGHTS AND UPDATES

See details below on the following topics:

- Animal Owner Marketing Campaign
- Marketing/Communications Plan
- Local VMA Speaker Sponsorship Program
- ACVIM Marketplace
- New Committee Members and Leadership
- Budget/Expense Update
- Scientific Advisory Board Update

5. DETAILED REPORT

Animal Owner Marketing Campaign/ACVS Coalition
Website & Search for Specialist:
- www.vetspecialists.com was acquired
- Logo selected by MCC and ACVS’s comparable committee
- Animal owner directed internal medicine content being edited/written by SAB
- Animal Survivor videos are being repurposed for the site
- MCC reviewed and provided feedback on the site
- Foundations for ACVIM and ACVS have been offered advertising space
- Diplomate Dashboard was updated to better collect information for search feature
Social Media:
- New content will auto update Twitter; Hootsuite will be used by both ACVIM and ACVS to add additional content

Marketing:
- See attached communication plan
- ACVIM website and email’s include “teaser” logo
- Forum presentations at specialty meetings and at the general membership meeting
- Presentation in Diplomate Lounge at Forum
- Reminders in Cyber Café in Diplomate Lounge to update your information
- Logo stickers distributed during Forum

Public Relations:
- Working with PR firm that specializes in the veterinary industry: Fetching Communications

  April: Internal FAQ developed. Press release and pitch support materials including media list development.
  Spokespeople selected (includes MCC members and Diplomates that have signed up in response to our communications).


  June: Proactive media outreach. Interview coordination and follow up.

Marketing/Communications Plan
As part of the budget request process for the 2014-2015 fiscal year, the MCC received budget approval of $86,000 to implement the recommendations made by SE2 in the communications plan that include brand/logo redesign and development of a Diplomate Marketing Toolkit. Plan details are as follows:

  April: Discovery interviews
  May: Logo redesign; survey to membership; review findings
  June: Design and copy for Diplomate Toolkit materials
  July: Finalize Diplomate Toolkit materials and prepare for use

Local VMA Speaker Sponsorship Program
The local VMA sponsorship program allows ACVIM to get the message out to primary care veterinarians in a consistent manner by identifying potential Diplomate speakers in major markets, providing training on delivering a cohesive message, providing sponsorship of those speakers at their local VMA’s monthly CE sessions and getting feedback from both the Diplomate speaker and the local VMA’s. The program includes sponsorship of CE, speaker honorarium, travel and presentation materials.

Starting with the Dallas-Fort Worth (September 2015) and Virginia (November 2015) regions, a call for speakers went out and a list of interested people was collected. A guideline for selection of speakers is being developed, along with a training video, slide deck and speaker expectations document. Following the speaking engagement, feedback will be requested from the VMA and the speaker.

ACVIM Marketplace
The ACVIM Marketplace provides members of the veterinary community with an easy solution for product and service research. It also provides vendors with a great opportunity to connect with this audience. Since launching the Marketplace in February through the month of March, we had 250 visitors to the site, with $7,500 in advertising revenue.

The Marketplace will be promoted throughout Forum with fliers to attendees and exhibitors, as well as signage and advertising in the program.

New Committee Members and Leadership
The 2015-2016 year will bring some changes to the MCC. Chris Byers will be rotating off the committee (and we thank him very much for his years of service!). Zack Wright will serve as the chair and Bill Tyrell will serve as the assistant chair. Three new members also were added to replace those rotating off: Bill Bush (neurology), Kevin Christiansen (cardiology) and Cameon Ohmes (LAIM). In addition, Linda Fineman will become the Foundation representative, Harold McKenzie will represent the Forum Committee and Susan White will be the board representative.
### Budget/Expense Update

<table>
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<tr>
<th>Item</th>
<th>Budget</th>
<th>Actual Expense To-Date</th>
<th>Expected Expenses</th>
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<tr>
<td>VMA Sponsorships</td>
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<td>Marketing/Communications Plan</td>
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<td>Animal Owner Campaign</td>
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### Scientific Advisory Board Update

The goal of the ACVIM Scientific Advisory Board (SAB) is to provide scientific and accurate information to animal owners through multiple media including ACVIM websites. Earlier this year the SAB developed and posted three fact sheets for each specialty (grand total of 30 fact sheets available on the website) and the ACVIM website was updated to use “Animal Owners” instead of “Pet Owners.”

The SAB is now working on a new project for the joint ACVIM/ACVS vetspecialists.com website.

1. The Veterinary Marketing Firm is completing a keyword search research analysis for the new website to determine the most searched topics by animal owners. Future articles will be based on this research.
2. Some of the previous fact sheets that the SAB produced were modified to include key searchable terms and have sufficient changes to allow Google to re-index the content to the new website.
3. SAB members have been tasked with updating existing fact sheets to include keyword search language for animal owners. The original authors and the SAB will have the opportunity to review edited fact sheets before they are posted on the website.
4. In addition, the SAB is developing new “what is a veterinary specialist” articles for each specialty to be posted on the new website. These articles were completed in April.
5. The SAB wishes to thank Phoebe Smith and Andrew Isaacs for all their hard work and efforts during their term on the SAB. Their contributions have been instrumental in getting the SAB underway.
6. The SAB wishes to welcome Donna Spector as the new MCC representative. One additional representative is pending approval.
7. Ashley Whitehead will assume the role of assistant chair and a new chair will be appointed.