



Specialty Medicine Awareness Committee Volunteer Role Description

Committee Description

The Specialty Medicine Awareness Committee is dedicated to advancing specialty veterinary medicine and highlighting the unique value of Board-certified veterinary specialists, through opportunities to bring awareness to the public.

Committee Member Responsibilities

1. Collaborate on a research project aimed at understanding the perceptions of animal owners and referring veterinarians regarding the quality of care provided by Board-certified veterinary specialists.
 - a. Contribute to the development/review of a manuscript and PR campaign distributing the findings of the research project.
2. Contribute to the development, support and content of the VetSpecialists.com strategy: to demonstrate and distinguish the value of Board-certified veterinary specialists to animal owners and primary care veterinarians.
 - a. Brainstorm strategies to improve overall awareness and knowledge of specialty medicine.
3. Guide content development, focusing on the representation of all ACVIM specialties, by identifying objectives and leading the work of micro-volunteers.
4. Participate in veterinary specialty organization conversations in regard to collaborative opportunities on VetSpecialists.com.
5. Gain an understanding of professional trends and challenges impacting ACVIM Diplomates.
6. Attend and actively participate in virtual, monthly meetings to ensure effective collaboration and timely progress on committee initiatives.

Time Commitment, Term Length, and Term Dates

Time Commitment: 30-45 hours annually*

**Leadership positions add an additional 5-10 hours per year.*

Term length: 3 years*

**If a member moves into a leadership position within the committee (Assistant Chair - Chair) additional time may be added to their commitment to fulfill this role.*

Term dates: January 1- December 31

Committee Meeting Schedule

Attending and participating in meetings is crucial to the success of this committee. Meetings will be held monthly, with occasional additional meetings scheduled as

needed. These meetings will be conducted via Zoom, and are essential for sharing updates, discussing ongoing work, and making decisions that will affect the committee.

Recommended Prior Experience

A member must be an ACVIM Diplomate and active member with an interest or prior experience in content development and/or non-scientific writing. Members should have some knowledge of current topics relevant to veterinary specialists, the ability to help create/review content, and collaborate on ways to help further the awareness of specialty medicine.

Benefits

As a member of the Specialty Medicine Awareness committee, you will help to enhance the visibility and awareness of veterinary specialty medicine. This role offers the opportunity to develop leadership skills, engage in collaborative discussions, and assist in creating and reviewing content for VetSpecialists.com. Committee members will also play a pivotal role in advancing our ongoing research project aimed at understanding perceptions of the quality of care provided by Board-certified veterinary specialists, and will be deeply involved in shaping the research approach and guiding the overall direction of the project.