

Social Media for West Regional Student Chapter Touro University California

Project Description & Implementation Overview

After successfully hosting the West Regional Student Conference, we felt it was critical to not only utilize but deepen the relationships we've built through the conference. This project was designed to provide a platform for communications between students and student chapters. We chose the most common social media, Facebook (<https://www.facebook.com/groups/1610639129197016/>). The group has connected the presidents from California UOP, UCSD, UCSF, USC, and Loma Linda University. The plan is to invite more student chapters nationally to network and exchange thoughts and ideas. Just like the original function of the social media, the main concept would be to connect all the members into a virtual network and serve as a tool to unite all AMCP members. In this way, we can get to know and support each other as well as remain up to date with all the proceedings in managed care.

Purpose of the Project

To utilize and deepen the relationships in between student chapters, to enhance intra-school personal connections,

Project Budget: Expenses and Revenues

We initially promoted the program during the 2015 AMCP Western Regional Conference held by our school. We invited the chapter presidents who came to the conference and have continued to publicize this program via email. There is no physical expenses with our project.

Who and How Many Chapter Members are Involved?

Touro University California AMCP chapter board members, the president elected, and his board members are all involved in constructing the web site and publicizing the program.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

Our initial targeted audience were AMCP student chapter members in schools across California. We hope to eventually extend to all student chapters who are interested. We will send private email invitations to chapter presidents who will facilitate in adding their members to the group.

What Materials are Needed? Outside Resources, Ordering, etc?

Facebook account, AMCP student chapter contact list, AMCP student chapters president elected contacts.

Timeline for Implementation and Execution

First stage:

Jun. 2015 Promotion/ Collecting Opinions.

Contact information gathering during the Western Regional Conference.

Second stage:

Aug. 2015 Initiation of the Facebook group

Email invitations to student chapter presidents in California

Presidents invite their board members

Updates and maintenance of the group

Third stage:

Apr. 2016 AMCP Leadership Academy Round table showcase

Contact information gathering during the AMCP Conference

Email invitations to student chapter presidents those are interested.

Update and maintenance of the group

Promotion event (sign up contests with gift card winning)

Follow-up with Faculty Members/Volunteers/Participants

An annually survey or promotion event will be conducted to the maintain and promote the website/social media. A gift card will be provided after the survey base on the lucky draw activity.

Annual Invitation letter will be sent to each chapters president elected to pass on/expand the group.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

During the western regional conference we have successfully invited 5 school presidents to take part in our Facebook group; however, we are waiting to hear back from 8 more school before we reach our target goal of including all California schools for the stage 2. Until then, we are open to suggestions during the conference round table in order devise a better approach.

Maintenance/update/promotions will be performed and passed to the president elected.

So far the project has greatly serve its purpose and enhanced communication between school chapters. Events and questions have been posted on the group. We are hopeful that the project will gain more followers and enable AMCP chapters to communicate much more effectively and efficiently.

Timeline/Checklist for Project:

Date	Activity	Responsible Party
Apr 2016	Showcase and Sign up for the presidents interested during the conference	President
May 2016	Invitation and follow up for the expansion of the group	President elected
Aug 2016	Maintenance/update/promotions	President elected
Sep 2016	Annual Invitation to president elected	President elected