

'ASCLS is the Answer'

Membership Recruitment and Awareness Campaign

Purpose:

As the oldest non-physician clinical laboratory professional society in the United States, we must take it upon ourselves to educate the profession and show that ASCLS responds to the informational needs of laboratorians. This campaign will demonstrate that ASCLS provides an easy way to track the changes within their professional world by providing timely and personal answers to professional concerns. ASCLS would become the center of professional information. With the resources currently at our disposal, ASCLS would be able to address concerns ranging from the new certification guidelines to government affairs.

Rationale:

This campaign will provide ASCLS with an opportunity to showcase our services. We are a multi-faceted organization that provides multiple services to the profession. However, many of these services are intangible benefits and do not necessarily entice people to become members. Through the 'ASCLS is the Answer' campaign we can supply tangible benefits by tailoring our message to the individual accessing the site and providing open, honest, and personal responses to their questions.

The communication strategies we adopt will provide data to show why joining ASCLS is a benefit to the laboratory professional. . Our website, committee structures, and newly formed response team, will provide help to the professional, highlight the benefits of being involved with ASCLS and encourage continued involvement leading to membership. The responses and activities should emphasize why ASCLS is the professional organization of choice and highlight the differences in membership benefits.

We must face the fact that we are in a competitive market and are at a distinct disadvantage since our primary competition's name is linked to certification requirements. Therefore, we must strive to show ASCLS is as much of a sponsor of the B.O.C. as ASCP. By showing that we are equal players with ASCP in the BOC and that we provide many more services we can justify ASCLS membership.

Intended Audience:

There are three distinct populations that this campaign should target to ensure maximum impact:

- Those who are not aware of ASCLS
- Those who are aware of ASCLS but do not know of our services
- Those who are aware of ASCLS, are lapsed members, and did not find our services beneficial at the time of their membership.

Objectives/Outcomes Measurements:

This campaign will show that membership within ASCLS:

- Clarifies information about professional issues, especially those related to the new certification agency
 - Outcome Measurement: Survey of individuals who have utilized the ‘response team’
- Provides access to services that make maintaining certification easier (i.e. CE Organizer and the ‘response team’)
 - Outcome Measurement: Survey users of CE Organizer and the ‘response team’
- Allows members to express their concerns about policies and regulations that are enacted by professional and government agencies
 - Outcome Measurement: Using submitted feedback from members and utilizing data from the surveys already mentioned above.

Requests for Action:

1. I move that the ASCLS Board of Directors approve the formation of a Professional Response Team (PRT) that will:
 - a. Develop “ASCLS is the Answer” pages on the ASCLS web site containing information about professional development, certification, continuing education requirements, etc. and a link, “Ask ASCLS”;
 - b. Receive and answer questions posed by visitors to the ASCLS web site who click on the “Ask ASCLS” link.
2. I move that the ASCLS Board of Directors approve the expenditure of no more than \$9,000 to train this team to be able to monitor and answer questions received. (Training to occur March 12th)
3. I move that the ASCLS Board of Directors approve the development of a marketing campaign designed to bring visitors to the ASCLS web site with the intent of promoting ASCLS as the “Answer to your professional needs”.

Note: Per Deb R. Motions 1&2 approved; Motion 3 to be discussed further at Interim Board.