

National Association of Activity Professionals
Public Relations Trustee Report
Jackie Laskee, NAAP Public Relations Trustee
May 2014 – November 2014

- Designed new NAAP Newsletter – solicited articles, coordinated submissions
- Became a NAAP Face Book Manager and have posted and made event invitations
- Worked on Drop Box items including Revision of NAAP By-Laws
- Answered and assisted member with questions from the NAAP Help Line
- Acquired knowledge and trained on Aweber for Broadcasts
- Actively participated in the NAAP Board conference calls
- Categorized and inventoried all NAAP items from the Ways and Means Booth
- Explored themes for Activity Professional's Week
- Worked with Jack Rye with CAHF Publications Manager to ensure that the Summit be Broadcast to their membership
- Explored LCD projector types and prices
- Researched Livestreaming sessions
- Developed the flyer for the Education Summit in Sacramento
- Created speaking topics for future education for membership
- Participated in National Provider Call 5-20-14
- Contact with Creative Forecasting, Positive Promotions, and NASCO for Activity Professional's Week Theme
- Investigated YELP for eblast
- Proof read printed material for NAAP
- Speaker for LeadingAge Kentucky at the October 2014 session promote NAAP
- LeadingAge Instructor for the Activity Course in March and September 2014 – promote NAAP

Goals:

- Endeavor to increase advertising
- Work to improve the Newsletter
- Work to improve the Broadcasts
- Work to increase awareness of NAAP with Administrators
- Complete state pins project
- Coordinate the NAAP article submissions for the web page on Activity Directors Office (ADO)
- Coordinate committee process