SECTION I: 2014-2015 CHARGES

The Editorial Advisory Committee was charged as follows for the 2014-2015 reporting period:

- The Editorial Advisory Committee shall publish a professional Journal to be used as a resource to the MPhA membership and the pharmacy community at large in regards to all topics related to Minnesota pharmacists and issues. The journal shall include articles which provide: industry updates, education, best practices and ideologies, legislative updates, and proposals which have an effect on the practice of pharmacists and pharmacies.
- Review the strategic changes made to the distribution of the journal and approach for generating advertising revenue and make recommendations to the board of directors for further refinements, or adjustments to the approach for generating advertising income.
- Advise and participate in the development of content for the new MPhA website.

SECTION II: 2014-2015 DELIVERABLES

The Editorial Advisory Committee was asked to make progress on the following deliverables for the 2014-2015 reporting period:

- See MPhA operational plans for communications & publications schedules.
- Final Report to the House of Delegates – May 1, 2015

SECTION III: REPORT OF COMMITTEE ACTION AND PROGRESS ON DELIVERABLES

The Editorial Advisory Committee accomplished the following on deliverables for the 2014-2015 reporting period:

*Minnesota Pharmacist* publication. Discussion occurred throughout the reporting period on the financial information and viability of *Minnesota Pharmacist*. Discussions centered around three key themes: print costs, circulation and frequency of publication. Advertising revenue has fallen short of budgeted expectations considerably, while expenses remained relatively on track. For various reasons, advertising is down and despite attempts to reach out to expand the advertising base this has been stagnant. In order to help the publication remain sustainable in light of stagnant advertising revenue, the Committee executed the following tactics as part of its overall effort to contain cost:

- A form was included in the Fall 2014 issue of the publication so that members can opt in to receive the print version of *Minnesota Pharmacist*
- Through the Board’s recommendation, stapled photocopies of the PDF version of the Minnesota Pharmacist were sent to those members who opted in for the printed version
- Beginning with the Winter 2015 issue of *Minnesota Pharmacist*, the publication was sent electronically to all members unless an opt-in form has been submitted to the MPhA Office. The Minnesota Pharmacist is also made accessible through a link on the MPhA website.

*MPhA Mission: Serving Minnesota pharmacists to advance patient care.*
MPhA website. Minor revisions are being made since the website transferred to a new platform, YourMembership.com. Notable among these revisions is a concerted effort between the Educational and Events Committee and the Editorial Advisory Committee to list MPhA-sponsored events on our homepage as soon as they become finalized so that members can plan ahead of time and the organization’s goal of increasing attendance at MPhA-sponsored events can be met.

Small Doses Newsletter. Small Doses continues to be a good channel to broadcast news and various announcements that are time-sensitive in nature. The staff team is focused on prioritizing news each week and reducing the number of repeated stories.

SECTION IV: ISSUES ADDRESSED BY THE COMMITTEE OUTSIDE OF STATED CHARGES

In addition to the stated charges, the Editorial Advisory Committee addressed the following issues/topics raised during the 2014-2015 reporting period:

Social Media: The Editorial Committee and staff have decided to focus our efforts on three platforms: Facebook, LinkedIn, and Twitter. Since the last reporting period, the MPhA Facebook page has gone from 586 to 614 followers; the LinkedIn group has gone from 274 to 379 followers, and Twitter followers grew from 59 to 108. Committee members and staff attempt to post at least one item per week on each platform. We also participated in the annual “Tweet-a-thon” held by NASPA for American Pharmacist Month in October to highlight contributions of pharmacists and pharmacy technicians to the US healthcare system.

SECTION V: COMMITTEE POLICY RECOMMENDATIONS TO THE HOUSE OF DELEGATES

The Editorial Advisory Committee respectfully submits the following policy proposals for consideration by the MPhA House of Delegates at the June 5, 2015 session of the house:

RECOMMENDATION 1: A formal policy that gives Editorial Advisory Committee the authority to make decisions to publish or not to publish in applicable communication channels contents or topics that are politically charged or controversial in nature such as medical cannabis, lethal injections used in capital punishment, etc.