

## WORK GROUP CHARTER

**WORK GROUP TITLE:** AT EACH | MOMENT CAMPAIGN

**COMMITTEE COMPOSITION:** 3-5 members (must be from different member programs)

**AATE Board Liaison:** Matt Lewis

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### BACKGROUND:

The AT each | moment campaign was launched two years ago by the AATE and is meant to be the leading resource for accurate, relevant, and current information about the AT profession. It is a publicly-facing website with information for students interested in pursuing AT as a profession, ATs considering furthering their education in the post-professional space, and academic advisors working with students interested in pursuing a health profession. The campaign is built around the ATeachmoment.com website, designed and built by members of the AATE board and a marketing and design firm. Tools and resources on the site include a program finder map feature, blogs from ATs in various AT settings, information about the role of an AT, and resources for students applying to an AT program. In the fall of 2023, the Board of Directors conducted two focus groups to investigate a website refresh, and it became clear that a more sustained effort is needed to maintain a contemporary approach to reaching and informing our target audiences.

### SCOPE OF WORK (focused and task-oriented)

This work group aims to update the AT each | moment campaign and develop a public-facing communication strategy to ensure awareness and access for the identified target audiences.

1. Critically review the AT each | moment website, social media content, and focus group materials.
2. Develop a framework for modernizing the AT each | moment website
  - a. Update content as needed to ensure its completeness and accuracy.
    - i. Consider mobile functionality
  - b. Review and update the visual presentation of the content
    - i. Develop avenues for gathering quality images of ATs in the full range of practice settings
  - c. Initially prioritize the development of tools/resources in the post-professional space
  - d. Use website analytics to shape content development and marketing strategy
3. Develop communication/marketing strategies across email and social media platforms
  - a. Identify strategies to increase awareness of the campaign
    - i. Identify key consumers to target and develop strategies for engagement
  - b. Develop search engine optimization
  - c. Create a template for content requests from ATs (clinicians and educators), physicians, and other stakeholders (coaches, parents, athletes, administrators, etc.)
    - i. Written, video, images

### ANTICIPATED COMMITMENT

<b>Start Date:</b>	May 30, 2024	<b>End Date:</b>	September 30, 2024
<b>Time Commitment:</b>	1-2 hours per week for committee members; committee chair – includes monthly board meetings, meeting preparation, and other engagement opportunities.		
<b>Initial Term:</b>	Workgroup members will have a 4-month appointment		

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**On-Going Maintenance and Development:** The initial work group members will be invited to serve for an additional year as members of this group but may step away after their initial four-month commitment is completed. This group will meet monthly to manage content, updates, and marketing related to the site and campaign. The work group charter will be reviewed by the AATE board and updated as needed.

### DELIVERABLES

1. Framework for ATeachmoment.com update
  - See item #2 under the scope of work (above)
2. Communication strategy framework
  - See item #3 under the scope of work (above)

### REPORTING PLAN

The Chair of the AT each | moment Work Group will report to the Board Liaison and the Board of Directors. One member of the group will attend monthly board meetings.

### SUPPORTING RESOURCES

Resources will be provided on an as-needed basis.