

PR Committee Meeting 1.14.2026

Quick recap

The meeting focused on reviewing the performance of recent advertising campaigns and discussing strategies to increase PAPAC donations and membership engagement. The group discussed extending their contract with Gooden Group through March 3rd without increasing budget, as they had only used about half of their allocated hours. They explored ideas for reaching out to university students and new graduates, including organizing pizza nights with PA mentors and creating a dedicated section on the OAPA website for new PAs. The team also discussed plans to improve the website's user-friendliness, with Audrey and Susan working on gathering suggestions from members. Additionally, they considered ways to make PAPAC donations more appealing, including potential "gimmicky" campaigns to encourage small contributions.

Next steps

- Kristin: Develop and send a detailed plan for membership and donation outreach (including specific recommendations for messaging, target audiences, and ad spend) to the group by end of the week.
- Kristin: Include in the plan a proposal to extend the current contract through end of February or March, and outline estimated hours and budget for approval.
- Helga: Wait for Kristin to prepare outreach materials (pamphlet/ad) before reaching out to OU and other universities for student engagement events.
- Audrey: Help facilitate newsletter content by drafting an OP-ed about the RHT grant and recent federal funding changes, and send to Lisa for article development; also compile and send suggestions for newsletter content to Helga for review.
- Audrey: Send Excel sheet of website suggestions to additional interested parties and coordinate feedback before presenting to the website developer.
- Susan and Audrey: Continue working on website improvement suggestions and coordinate with identified tech-savvy members (Johnny, Christy, Dawn, Hallie, etc.) for input.
- Zoom (Don): Call Bailey Williams at the health department to follow up on getting a PA appointed to the RHT grant committee.

- Helga: Reach out to Elizabeth (student liaison) and others once the student outreach plan is decided, to coordinate engagement activities.
- Lisa: Reach out to Elizabeth and others (as previously assigned) regarding PA expert appearances on news channels for health topics (RSV, suicide prevention, influenza, etc.); follow up on status.
- Natasha and interested members: Consider and propose "gimmicky" or creative PAWPAC donation campaigns (e.g., \$1 donation text blasts) for future implementation.
- Kristin: Prepare and send contract extension proposal to group for review ahead of the March 3rd board meeting.

Summary

Oklahoma Healthcare Ad Campaign Review

The meeting focused on reviewing the performance of recent advertising campaigns targeting PAs and healthcare professionals in Oklahoma. Kristin reported strong performance metrics, with the first campaign reaching 159,000 views and the second campaign reaching 36,000 people, both achieved at relatively low cost. The group discussed extending the current contract through January and potentially refreshing the messaging to focus more on membership and donation drives, as these areas did not show significant improvement from the current advertising efforts. Mr. Don highlighted the need to improve the user experience on their website and social media platforms to better engage current members.

PA Engagement and Advocacy Strategies

The group discussed the lack of engagement and participation in recent events, particularly the fall conference, despite significant legislative achievements. They acknowledged the need to make the impact of these changes personal to PAs and emphasized the importance of reaching out to students early in their training to educate them about the statutes and rules governing their practice. The conversation highlighted the challenge of maintaining interest and involvement among PAs, with suggestions to use newsletters and other communication channels to spread awareness about the organization's role in advocacy.

Student Engagement Pizza Nights

The group discussed organizing pizza nights at campuses to engage with students and cultivate early interest in the organization. Natasha suggested involving veteran PAs as mentors for students, which Kristin and Helga supported. They considered using additional funds from town halls for these student engagement events. Zoom proposed adding a mini lecture before the pizza night to emphasize the importance of the organization for students' careers.

PA History Education Content Strategy

The group discussed using existing video content to educate new students about the history and evolution of PAs in healthcare, with Natasha suggesting to repurpose previously created videos from Dropbox. Zoom proposed adding a final lecture session with a pizza party to discuss the meaning of graduation and first jobs, including historical context about PA integration into healthcare systems since the 1970s. The team agreed that having experienced professionals like Zoom or Helga present these stories would add valuable real-world context to the educational content.

PAPAC Fund Donation Strategy

The group discussed strategies for increasing donations to the PAPAC fund, which is crucial for influencing legislators. Zoom emphasized that if their 1,700 members donated \$10 monthly, they could exceed \$200,000, which would be a significant advantage compared to other groups like the nurses. Kristin proposed creating a plan to engage current members and non-member PAs, suggesting the extension of current funding through February or March to allow time for material review and ad placement. She committed to drafting a detailed plan by Friday, and Audrey clarified that donations can easily be made through the website using the PAPAC Donations button.

PA Program Budget and Initiatives

The group discussed several key initiatives and updates. They reviewed their budget usage, noting they had spent about 64 hours of their 120-hour allocation. Kristin will provide recommendations for future spending and ad placement, particularly on Facebook and Instagram targeting specific demographics. The team explored ideas for increasing PA program visibility, including collaborating with universities for PR opportunities and creating content around seasonal health topics. They also discussed challenges with PA program preceptors and potential funding solutions through the Healthcare Workforce Training Commission. The group agreed to extend their current contract through March 3rd without increasing funds, and discussed plans to redesign their website to improve user-friendliness and create a new section for recent graduates.