

APTA MAGAZINE EDITORIAL COMMITTEE

The Magazine Editorial Committee shall determine future improvements, initiatives and content of APTA primary member communication, currently APTA Magazine.

CHARGE

The Board of Directors determined charge for APTA Magazine Editorial Committee is to assess the current performance and value of APTA's primary and signature member communications product and program. This editorial committee shall recommend future evolution of this program and product to transition to a digital first model by 2028 as well as its other related products and services to support a robust member communication product line.

The committee shall forward three deliveries to the Board of Directors for their consideration and action:

1. Present state of APTA Magazine and its measures of performance over the past 5 years.
2. Recommendations for a transition plan to a digital first model for the magazine and all related product lines by January 1, 2028.
3. Publication of an annual editorial calendar for the upcoming year by November of each year for board oversight and approval.

QUALIFICATIONS FOR APPOINTEES

- Shall be an APTA member in good standing.
- Knowledge of APTA governance structure and the interrelationship between APTA governing documents such as the articles of incorporation, bylaws, standing rules, and policies.
- Experience and expertise in publications, communications or scientific and technical writing.
- Connection to and promotion of the profession and APTA through this role and member communications, including potential stories and areas of impact for publication.
- Experience and expertise in communications strategies and systems thinking to drive outcomes for physical therapy and increase the brand awareness of APTA with members, potential members, other health care professionals and consumers.

All APTA appointed groups shall conduct their work to support APTA's Mission, Vision, Strategic Plan, and APTA adopted policies and positions. All appointees shall agree to the APTA Volunteer Commitment.

MEETINGS

This committee holds one annual funded in-person meeting and meets virtually on a monthly basis, as needed.

SIZE OF APPOINTED GROUP

The group shall consist of one APTA Board chair, selected annually by the APTA President; nine additional APTA members; and the APTA President, who serves as an ex-officio member and is not counted among the nine.

Proviso: This committee will begin with staggered terms so that by 2028, all appointed members of this committee shall serve three year terms.

TERMS OF APPOINTEES

- 1 With the exception of the Board chair, committee members shall serve three-year terms and shall not serve
- 2 consecutive terms for appointments beginning in 2026 or thereafter. APTA members shall not serve on more
- 3 than one board-appointed group at a time with the exception of APTA Board members.

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