

Division 22 Executive Board Meeting
February 25, 2010
Sheraton Hotel and Resorts
Tucson Arizona
1:00 – 5:00pm
Minutes

In attendance:

- ***Voting members in attendance:***

Mary Hibbard, Janet Neimeier, Chuck Callahan, Jacquie Wall, Susanne Bruyère, Erica Johnson, Kate Brown, Dan Rohe, Lisa Brenner, Merry Sylvester, Robin Hanks, Jay Uomoto, Gitendre Uswatte, Brent Van Dorstern, Dawn Ehde, Michelle Meade, Marie Van-tubbergen

- ***Non-voting persons in attendance:*** Michele Rusin, Barry Nierenberg, Michael Harvey, Monica Kurylo, David Peterson, Tom Kerkoff, Elizabeth Letch, Steve Wegener, William Stiers, John Corrigan, Kate Kortte, Angela Krummel, Colleen Sheehan, James Bray, Randy Phelps, Les Butt

The meeting started at 1:05pm and participants introduced themselves.

Welcome, Introductions (Dr. Hibbard)

- President Hibbard welcomed the group and extended sincere thanks to Alan Goldberg who has served as the informal ambassador in the coordination of community logistics for the group for this mid-year conference in Tucson. She also welcomed Drs. Bray and Phelps as guests from APA to the EC meeting.
- Preparation of the 2010 Rehab Psych conference has been successfully accomplished under guidelines established under the joint ABRP and Division 22 agreement, called the Memorandum of Understanding. Dr. Hibbard acknowledged the excellent work of Program Chair, Dr. Harvey, and Co-chair, Dr. Kortte and CE chair, Dr. Kerkoff and in their combined oversight of the educational portion of this program. Collectively they have shaped a very exciting educational program with members able to earn 26 hours of Continuing Education credit. Dr. Hibbard further acknowledged the hard work of Drs. Neirenberg and Rusin along with the board of the ABRP as managers of the logistical components of the conference, i.e., hotel arrangements, AV support, planning for food, registrations, and many other details needed to ensure that the educational program runs smoothly.
- Rehab Psych 2010 has a record number of attendees at both the pre-conference and conference with over 75 registrants for the pre conference and over 200 registrants for the conference itself.
- Dr. Hibbard noted several recent accomplishments for the Division.
 - The By-Laws have been revised and approved by web vote of the membership effective 2/15/10. Dr. Hibbard acknowledged Dr. Letch for her leadership in making the Division website accessible to web voting. Although voter turnout was small relative to the overall membership, the vote was unanimously in favor of the amendment changes. As a result, we have our Early Career Professional Representative Erica Johnson serving as a voting member of the EC board.

- The Division has achieved increased visibility within APA: Dr. Elliott will be one of six Division representatives to the "2010 APA Presidential Task Force on Caregivers" and Dr. Mona will serve as Division representative to that task force; Dr. Mona has been elected to BAPPI; Dr. Kurylo has been elected to CAPP.
- Dr. Hibbard noted that one of our members, Dr. LeBlanc, has been highlighted by the ABPP on their website for her disaster relief work in Haiti. Go to www.abpp.org to view updates as she returns to Haiti.
- Several Division members will be finishing their terms in August. Dr. Hibbard wanted to acknowledge their valued contributions: Dr. Rohe is stepping down from APA Council, Dr. Brown wishes to continue as Council rep. Dr. Kurylo is moving out of her role as Division liaison for CAPP and monitor for BAPPI. Dr. Ashman will assume the liaison role for CAPP on behalf of the Division; Dr. Hibbard is currently recruiting a Division member to serve as liaison to BAPPI. Dr. Hess is stepping down as Division representative to COS, with Dr. Stiers assuming this role.
- 2010 APA Conference Highlights: The 2010 APA conference presidential focus is on "Care Giving". The Division has a number of accepted symposium and posters for the upcoming conference. Dr. Brenner, chair of 2010 APA, Drs. Hibbard and Mona are collectively exploring selection of hotels based on accessibility. Dr. Reid has agreed to serve as co-chair of APA 2010. The EC Board has approved an increase in the Division's support for the combined Divisions 22/40 reception at APA; this is viewed as a wise investment in that it will further recruitment efforts of the Division for both students and new members.
- In keeping with Dr. Mona's involvement with multi-cultural issues, the EC board has approved increasing the Division's support for the 2011 multicultural conference by \$500. Dr. Mona is providing consultation in these developmental phases of the program and plans to submit several joint presentations for the conference.
- Dr. Hibbard noted several challenges for the Division:
 - The Division, along with many in APA, are facing a decline in its membership. This issue will be a focus of our meeting today as we discuss ways to recruit and maintain our junior members (i.e., students, interns, post docs, and early career professionals).
 - The Division is still not a recognized specialty by APA. There are three criteria: APA Council membership; membership in ABPP; and APA specialty status. The Division has accomplished the first two steps. Dr. Stiers has been working diligently on completion of the CRSSP application on behalf of the Division, however, a new application process has resulted in additional criteria that the Division must address. He will discuss this issue later in our meeting today.

Approval of EC Board Minutes of August 7, 2009 meeting.

Move to approve - Dr. Rohe

Second – Dr. Callahan

Unanimously approved

APA Council Report (Drs. Brown and Rohe)

- Council meeting focused on APA's plan to work on communication enhancements and outcomes measurement.
- APA representatives have met with President Obama about health care reform.
- APA experienced an unexpected budget increase this year due to royalties from

publication of the 6th Edition of the *Publication Manual*.

- Multiple divisions have called for a boycott of use of the Manchester Hyatt Hotel as a meeting suite because of the proposition to boycott gay marriages in California.
- Major Council issues included revisions in terms of the public education campaign to market psychologists to the public; diversity training on discrimination; amendments to the ethical principles specifically addressing the role of psychologists in torture issues, dual membership dues discounts and development of treatment guidelines to be lead by the Practice Directorate.
- The model licensure act has been revised with compromise language arrived at which includes school psychologists, many of whom do not have Ph.D.

APA Past President Welcome (Dr. Bray)

- Dr. Bray thanked the Division for their support of the 2009 Summit and redesign of the APA 2009 convention.
- A repeat “speed mentoring” for young psychologists is planned for the 2010 APA Convention.
- APA voted to pass a membership by-laws change which will limit carrying of nonpaid members on their books for one year from two years in duration. This change may impact membership for the Division in the coming year.
- A Dues credit of \$25 will go into effect in 2012. This credit will apply to all members who have joint membership in select psychological societies and/or hold a state association membership.
- Although the APA 2009 budget ended in the black, projections for 2010 look tight.
- Membership overall is rising, due to increasing numbers of students and early career membership. This is in contrast to the fact that older membership is declining and the average of APA members is 55 years old.
- Two prime foci of APA’s strategic plan is a focus on membership involvement and governance over the next several years, with many proposals currently under review by the COS.
- APA is preparing guidelines to help serve practitioners and the public better; the primary goal is to develop practice guidelines with a practical outcome, i.e., guidelines that help the people whom we serve better, and better qualify our services for insurance reimbursement.
- Dr. Callahan queried how the Division membership can have input to guideline development with Dr. Nordhal taking the lead on guideline preparation. Dr. Bray encouraged Division members to be actively involved by providing input via Counsel representation.
- Dr. Harvey queried how the Division could highlight the importance of procuring needed insurance support for ongoing training and supervision of students. Dr. Bray suggested writing a letter to President Goodheart to express this specific concern. Dr. Hanks suggested that a combined letter for multiple divisions (i.e. health psychology, APPCN members and clinical neuropsychology) might be more influential.
- Dr. Wegener commented about the ever growing number of psychology doctoral students who are seeking internships vs. the decreasing number of internship slots available. Dr. Bray noted that APA Education Directorate is working on this issue at present. He reminded the Division that APA does not control accreditation, that the Commission on Accreditation controls accreditation procedures. APA is attempting to influence this issue however by completing a workforce analysis to determine exactly “how many psycholo-

gists are actually needed in the workforce”. Dr. Nierenberg reported that Commission on Accreditation now has guidelines in place which request information from each doctoral training program to provide statistics as to placement per institutions in terms of successful intern placements.

Rehabilitation Psychology Conference Present and Future (Dr. Nierenberg)

- Dr. Nierenberg noted that the mid year conference has grown to the point that it really the conference “to come to” in the field. Under the Memorandum of Understanding (MOU), the workings of the conference are now divided between the conference content and process. The MOU guidelines have enabled executors of the conference to do it “bigger and better”. Programming content has been more rigorously reviewed than ever before. This has resulted in an even more outstanding program outcome. For the first time, exhibitors paid to have a presence at the mid-year 2010 conference, along with many new sponsors that are listed on our brochure. Conference funding will be used to cover hotel coordination of AV equipment for the entire conference.
- Preconference this year started with a “town hall” meeting on Thursday morning that seems to have been well received.
- Last year, conference talks were placed on the website; we hope to do that again this year.
- Under conditions of the MOU, the Division will receive \$1,000 if there is any profit made; Dr. Nierenberg felt that it is likely that a profit will be realized from the 2010 conference.
- Dr. Wegener is investigating online registration since this approach will be easier for members who opt to use credit cards for purpose of registration. The current registration process is person dependent and currently costs about \$7,000 in time and effort of staff. Two alternatives are possible: going online and/or looking for another host to process registration. The division has looked at several vendors and the prices appear comparable. Several EC members’ voices support for this proposal since it would be more efficient and match the customer who is increasingly demanding “plastic” delivery for transactions. The need to model what the correct number of registrations would be to cover the financial costs of AV equipment for the conference and online registration process was suggested. The Division will need to continue to grow the conference to cover these additional costs and survive.
- Dr. Nierenberg noted that the Division will become increasingly more visible to student members as the Division moves toward implementing new communication media. We have a student representative who has voting rights at the Board table; this is very attractive feature to students who are considering which Divisions to join. As this word gets out to other students, the Division will likely attract an increasing number of students to the mid-year conference. While this is positive for the Division and conference growth, it also implies financial consideration given reduced registration fees for students.
- Dr. Bray suggested that we review the new APA website which has an integrated pay process and consider using APA to process Division 22 registrations. APA uses PayPal with the full amount of the fee usually going to the vendor; a one-time set-up fee would be involved. Dr. Wegener will investigate this option.
- Dr. Harvey reported that conference planning for Rehab Psych 2010 was totally on line with 63 members and students involved in online discussions. This approach illustrates

1 how Division members are driving the organizational product, i.e., the mid-year conference content.

- 3 • Dr. Van Dorsten proposed a survey of Division membership to determine how to stimulate more involvement and future participation of members in the conference, among other topics. This might be a way to identify what membership sees as the “value added” for coming to the conference. Dr. Hibbard encouraged the Members at Large to consider developing a task force to develop the survey in consultation with Dr. Letch.
- 8 • Dr. Kerkoff requested that all investigation of online registrations include options for CE registration electronically.

11 Motion: Dr. Hibbard moved that the EC support pursuing the potential use of electronic registration and CEs for future mid-year conferences.

13 *Unanimously approval*

15 Dr. Wegener was thanked for his taking a lead in this effort.

17 **2011 Rehabilitation Psychology (Dr. Nierenberg)**

- 18 • 2011 will be at the Omni Hotel in Jacksonville; room rate has been confirmed for \$130/night.

21 **2010 APA Agenda (Dr. Brenner)**

- 22 • Dr. Brenner called attention to the draft agenda for Division activities in the agenda packet. A total of five symposia are focused on care giving s (the conference theme) with a number of presentations cosponsored by other divisions.
- 25 • To highlight Division 22 at all presentations, a Division members will be identified to briefly note the involvement of Division 22 in a given presentation. Membership information will be distributed at end of each presentation. Dr. Brenner is soliciting volunteers to sign up for sessions for this activity. Membership information is being reviewed for accuracy and look.
- 30 • There will a focused effort to increase structured activities in the Division suite for 2010. A listing of pre-planned activities will be organized, printed and placed within registration materials for all registrants at APA for increased visibility. Activities will be scheduled around established Division 22 presentations. Examples might be mock interviews in the suite, meeting with leaders in the field, etc. If this effort does not result insignificant increases in the use of the suite, the need for procuring a suite will be re-examined since it represents a significant cost for the President of the Division.
- 37 • We are trying to procure suite and meeting rooms at the San Diego Hilton. Efforts to avoid the Manchester Hotel are planned. The work group is meeting on Friday morning this week to further these discussions.

41 **Treasurer’s Report (Dr. Wall)**

- 42 • Dr. Wall was pleased to report a balanced budget this year. In terms of revenue, we are close to overall projected amount with a modest decline of about 5% overall, primarily due to decreased membership. The 2009 budget ended up \$12,000 ahead due to reductions in reductions in projected expenses (i.e. meetings being cancelled and elimination of the division newsletter). Unexpected costs included a one time division cost for the 2009

1 Future of Psychology Summit. We are operating on our 2010 budget with about a 90%
2 of the 2009 revenue.

- 3 • Dr. Wall raised concern about our future Division investments, i.e., should the Division
4 keep funds in current long term accounts (VanGuard Balanced Fund) or diversify. Dr.
5 Callahan suggested that the board should review Division investments at least on a peri-
6 odic basis. Dr. Hibbard suggested formation of a Financial Subcommittee be established
7 and asked for volunteers for the committee. Drs. Wall, Rohe, Kurylo and Callahan volun-
8 teered with the committee chaired by Dr. Callahan.
- 9 • Membership fees, the major source of income for the Division, are down at least 5% from
10 last year. Dr. Callahan noted that this projection, based on APA count as of January
11 2010, may be actually larger with a possibly loss of membership closer to 20%.

13 **Communications Committee (Dr. Letch)**

- 14 • Dr. Letch, chair of a newly established Communication Committee, reported that the
15 committee mission was to review the status of a newsletter and determine feasibility of
16 creation of an e-newsletter in its place. Members of the committee include Drs. Lee,
17 Johnson, Corrigan and Neimeier.
- 18 • Dr. Letch will be updating the website and will be requested pictures and bio-sketches of
19 EC members to make the website more user-friendly and inviting.
- 20 • Dr. Letch has received a donation of 60 old newsletters which she will put on the web to
21 provide a historical perspective of the Division. She is working with the Members at
22 Large to review and abstract key events from these old newsletters so as to provide a
23 ready index for reviewers of these materials. Members-at-large were thanked for their
24 help in this project to date with special acknowledgement of Dr. Uswatte for his rapid
25 completion of his review.
- 26 • Dr. Letch noted that APA has an office that will provide assistance with creation of
27 membership surveys and she encouraged other EC members to utilize these services
28 when designing future surveys for students, ECPs and members.

30 **CRSSP Update/Proposal for Training Council (Dr. Stiers)**

- 31 • Dr. Stiers provided an update on the Division's process of becoming recognized as a spe-
32 cialty by APA. He reported that are 11 recognized specialties and we are not one of them
33 The Division has two core components of specialization: Counsel representation and the
34 ABRP, the remaining component, the CRSSP application is not completed. This process
35 has been set back by the need to reformat much of the original application to comply with
36 revised application guidelines, missing references and the need to establish a Training
37 Council for the Division. .
- 38 • Dr. Stiers reported that other APA specialties have established Training Councils; these
39 groups aggregate into an overarching APA Training Council. Dr. Stiers recommended
40 that the Division establish a Rehabilitation Psychology Training Council. This council
41 would identify criteria and content of post doctoral training and identify programs across
42 the country which meet these guidelines. He proposed a one and one half day preparato-
43 ry meeting prior to 2011 Rehab Conference. The meeting would cull consumers of ser-
44 vices (i.e., students) and appropriate educational representatives (i.e., graduate and train-
45 ing program directors) to launch the Divisional Training Council. This meeting will re-
46 quire financial support to cover student costs for lodging, and meals for the group. He

proposed that this effort will likely necessitate \$3,000-\$4,000 to support by the Division. This cost is viewed as a one time cost for the Division.

- A recommendation was made to possibly look for alternative sources of funding, such as the Nielson Foundation.
- Discussion occurred in support of the potential utility of a Training Counsel which would help support future training efforts, establish guidelines for training programs and more importantly meet a component of the CRSSP application.

Motion: Move to support the concept of a Training Counsel being developed at the Jacksonville 2011 Rehab Psych Conference –
Move to approve – Dr. Brown
Second – Dr. Hanks
Unanimously approved

Motion: Move that the Division contribute up to \$4000 for initiation of the Training Counsel
Move to approve – Dr. Meade
Second – Dr. Vantubbergen
Unanimously approved

- Dr. Johnson suggested that ECP and student representatives be included as members of the Training Council. Dr. Hibbard suggested that the Academy and/or ABRP representative be at the table as well.
- Dr. Callahan questioned if this would postpone submission of the CRSSP application. Dr. Stiers reported that he plans to submit the CRSSP application prior to the Jacksonville conference if APA is willing to accept the proposed Training Council next year. Dr. Stiers reported that there are no anticipated costs associated with completion of the application.
- Dr. Hibbard encouraged volunteers recruited by Dr. Stiers in his attempt to complete the CRSSP application to provide the requested information to him as soon as possible.

Student/Early Career Representatives Collaborative (M. Sylvester)

- In response to concern about keeping students and ECP members involved in the Division, the Student rep and ECP rep proposed creation of a survey targeted at students and ECPs who either start as students/members of the Division and remain or those who start in the Division only to terminate within the first few years of involvement. The survey would attempt to identify reasons for people joining, sustaining or terminating their membership.
- Dr. Phelps confirmed that loss of membership for APA is a real problem for the larger organization as well. Capturing the future generation of psychologists is a critical issue and APA is not necessarily doing a good job as of yet. He supported the survey as an excellent idea.
- Erica Johnson indicated that there is some information available from APA to inform our efforts; women are more of a population likely to be lost to membership due to competing role priorities.
- Dr. Brown shared that APA has done a membership ramp up effort that is now in its eighth year. She will share the report with Merry and Erika to further inform their efforts.

- Several suggestions made: include training directors as well as the students in the survey; Add a question such as “what might it take to get you to the conference?”
- Dr. Hibbard queried potential costs involved in this project. While an online survey is not anticipated to involve costs to the Division, Erika proposed some funding as an incentive to complete the survey (i.e. a raffle to the mid-year conference for one ECP and one student; a copy of the Handbook of Rehabilitation Psychology, etc.). These costs appear minimal and clearly in keeping with the overarching goal of “on boarding”.

Motion: Move to develop and initiate a membership survey focused on students and retention and membership needs.

Move to approve: Dr. Ehde

Second- Dr. Meade

Unanimously approved

Board of Professional Affairs/Practice Committee (Dr. Rusin)

- Dr. Rusin requested assistance from the EC as to how to draw on Division membership re: practice issues.
- Recommendations included making a brief announcement during lunch meeting at the conference to request members interested in joining a Practice sub-committee to sign up at a targeted location; selecting of key members in the Division in practice to be more involved in this committee and having the Division 22 CAPP liaison serve as co-chair of the committee.
- Dr. Phelps supports the idea of CAPP and Practice Committee representatives working collaborative. He noted that the Practice Directorate is the only Directorate that has two governing bodies (CAPP and BPA).

On boarding Undergraduates (Dr. Uswatte/Stiers)

- Drs. Uswatte and Stiers have been considering ways to increase awareness of rehabilitation psychology within undergraduate psychology programs as a means of introducing students to the profession/discipline. They seek Board feedback on their preliminary ideas:
- Several early concepts presented:
 - Give an award for best design for a related undergraduate course/curriculum and open the competition to college and community college faculty and graduate assistants
 - Incentives student interest by awarding an undergraduate paper, or podcast, or a similar innovative medium related to rehabilitation psychology.
 - Possible awards might be a dollar amount (\$1,000) or waiver of fee for the mid-year conference;
- Dr. Uswatte has obtained support by Division 2 leadership for this, however, no co-sharing of financial commitment was offered by Division 2. Alternatively, Division 2 was willing to consider expansion of their web pages and powerpoint lessons relating to psychology to include rehab psychology topics.
- Dr. Peterson noted that rehabilitation services undergraduate degree programs are the largest feeders of community-based rehabilitation programs. There is currently a registry for these programs, with a movement toward an accreditation process in the works. He

suggested this might be an excellent time to embed disability and rehabilitation psychology into early course work planning.

- Dr. Callahan questioned the intended outcome of this initiative? Was it to draw early students into the field, introduce the concept of rehabilitation psychology earlier in people's educational experience or focusing on recruitment a few new students into the area. Dr. Callahan argued that better visibility could be obtained by writing an article, a set course curriculum, or a similar such effort.
- Alternative suggestions included inviting an undergraduate/graduate educator as an invited speaker to the conference, thereby focusing on the educators rather than select students. Alternatively, getting rehabilitation psychology as a areas of focus into an introduction to psychology textbook or lesson teaching plan might be more penetrating.
- Consideration of alternating an award between a student's accomplishment and that of the supervisor/training director might be beneficial. .
- Dr. Hibbard recommended that Drs. Utsawatte and Stiers continue to shape a proposal and bring this product to the summer board meeting for vote by the membership. In the interim, volunteers who will be joining this subcommittee include Merry Sylvester, Jacquie Wall, and David Peterson.

President's Report (Mary Hibbard)

- Dr. Hibbard provided an overview of APA's strategic plan for 2009 vs. 2010-15. A major emphasis is continued APA membership loss of membership across divisions.
- Division 22 has experienced a "modest" (per APA) decline over in membership during the past decade. In last decade, most of the 56 APA divisions have dropped membership with rates ranging from 1% decrease (Division 27-Community Psychology) to a 53% decrease (Division 49 –Group Psychology). Given these statistics, Division 22 is considered to be "a relatively stable" risk.
- Marked demographic shifts are noted in APA across Division membership rosters: APA life practitioners are 70% male, in solo practice with 72% of these individuals having no support staff. In contrast, ECP's tend to be 75% female, in group practice, web focused, and opt to not affiliate with specific divisions. It is these latter individuals that the Division needs to retain and grow for the future of the Division. .
- APA Divisions that continue to experience growth in membership have focused on the following strategies:
 - Having a passionate membership chair,
 - Maintaining active roles of ECPs and students as voting members of the EC board
 - Implementing reduced membership payment fees for students and ECPs.
- Almost 2/3 of APA members are over 50 years old and primarily White/Caucasian. Division 22 membership profile is similar, although the Division has more younger members than most Divisions.
- Strengths of Division 22 include:
 - a solid history and tradition of rehabilitation psychology;
 - a cadre of talented and committed staff who provide stability for APA membership requirements;
 - successful annual midyear conference with ABRP review courses, as well as student and ECR tracks planned within each conference.

- Weaknesses of the Division 22 include:
 - aging of membership base
 - flight of ECPS
 - ambiguity re: brand identity,
 - poor coherence and marketability of Rehab Psychology
 - Continued need for development of pathways within the Division
 - Current members are older (i.e. 40% a2.6% 41-50, 34.3% 51-60, 25.9% 60 – 70) with most individuals who resign doing so within first 4 years
- Current approaches utilized by other divisions to enhance recruitment and retention of members/students:
 - focused early recruitment and involvement by ECP and student reps;
 - passionate membership chairs in both ECP and Student Tracks
 - a buy in of “all” members to commit to bringing in new members and keeping them within the Division;
 - reduced fees for Student members and ECPs
 - expanded use of technology and use of social networking sites to enhance involvement in the division.

Strategic Planning (M. Hibbard, J. Neimeier): Increasing Division 22’s Social Networking Capacity

- Major Shift in Modes of Communication in the Past 5 or So Years—to Web
- Goals of Planning Meeting
 - Understand what social networking /social media means
 - Recognize fundamental shifts have occurred in communication avenues
 - Get a quick snapshot of various tools and examples of their use within psychology community
 - Consider their implementation in Division 22
- What is Social Networking?
 - Internet based virtual neighborhood
 - Way to discover people who may have valuable information or share common interests that you would be unlikely to meet otherwise
 - Based on “6 degrees of separation” concept
 - *Single* place to keep track of many others
- What is Social Media?
 - Broader term than social networking
 - User-generated content
 - Integrates technology, social interaction, and sharing of information/opinions
 - Most are web-based but rapidly moving to mobile platforms
 - Includes blogs, message boards, podcasts, micro blogs, bookmarks, networks, wikis and viogs.
- What does enhancing Social Media mean for the Division?
 - An incredible revolution in the ways we communicate
 - Not a fad...but tools that will continue to change.
 - Old ways of communicating with members will become obsolete
 - The Division must adapt to a changing world, or risk becoming obsolete as well!!

- Various social networking mediums reviewed with EC members queried about their knowledge of each type of social media:
 - Twitter (<http://twitter.com/>)
 - Teenagers
 - Rapid spreading for information
 - Increasing use by the media
 - Listserv for texts
 - My Space (<http://www.myspace.com/>)
 - Initially used by musicians/artists
 - Pictures are now 7-12 years old
 - Easier to find friends
 - Linked-in (<http://www.linkedin.com/>)
 - Has a more professional focus
 - Individuals can post current and former positions, education, interests, get recommendations
 - Organizations can create LinkedIn groups
 - APA's LinkedIn group has over 1200 members
 - Second Life (<http://secondlife.com/?v=1.1>)
 - Use of avatars
 - Disability community is now active in use of this social media
 - The First account is free; second account there is charge
 - Face Book (<http://www.facebook.com/>)
 - Like interests form a group
 - "Wall" is a homepage
 - Comments can be open or closed
 - Potential to lessen time away (?)
 - Massive social networking capability
 - Allows both pictures and videos
 - Keep/maintains (?) security
 - Division 22 should definitely get on it
 - Can be linked to the Division 22 website
 - APAGS on Facebook with +over 1700 members
 - Ning (www.ning.com)
 - Less known by EC Board
 - Private social network branded for specific group
 - Choice of features and applications
 - Twitter tracker option
 - 3D virtual world for members
 - Create own free internet radio show
 - Custom polling
 - APA Public Education Campaign Coordinators have their own NING network
 - Blogging
 - Free, easy to set up templates
 - Engage your community with regular postings

- 1 ▪ Individuals can “subscribe” via RSS feed and receive notice of new post-
- 2 ings
- 3 ▪ Several psychology blogs to look at ideas , e.g., <http://www.Psyblog.com>
- 4

5 Dr. Hibbard thanks Dr. Neimierer for facilitating a lively discussion of various social media op-

6 tions for the Division to consider

7 Dr. Hibbard requests that the Communication Task Force explore these social media and report

8 back to the EC Committee at the summer 2010 meetings.

9

10 The committee was thanked for their participation in the EC meeting.

11 The meeting was ended at 5PM.

12

13 .

14 Minutes taken by Susanne Bruyere, Division 22 Secretary