



## NCPTA CANDIDATE BIOGRAPHICAL DATA FORM

Please complete the following information

E-mail form as an attachment to [nomcom@ncpt.org](mailto:nomcom@ncpt.org)

**CANDIDATE NAME:** Elizabeth Nixon, PT, DPT

**NCPTA Position:** Director of Communications

### **Previous NCPTA/APTA Involvement and Relevant Experiences:**

Currently - NCPTA Capital District Secretary, NCPTA PT Liason for the Student SIG, NC Delegate to the APTA House of Delegates, Duke Neurologic PT Resident

Previously - NCPTA Student SIG President (2014-15) and NC Spinal Manipulation Task Force Member.

Served on numerous APTA committees including: National Student Conclave Project Committee, Prospective Student Task Force, Networking and Involvement Committee; Neurology Section Education Strategic Planning Team. Attended APTA Federal Advocacy Forum (2014-17), NCPTA Legislative Day (2015-17) and APTA House of Delegates (2015-18) as well as countless other APTA/NCPTA conferences and district meetings.

### **Reason(s) for Pursuing This Position:**

I feel strongly about the work that the NCPTA does to represent physical therapists, physical therapy assistants, and PT/PTA students across North Carolina. Excellent communication is vital for building connections, increasing communication, and improving advocacy efforts. North Carolina is filled with a multitude of excellent clinicians and I hope spread the message why the public should #choosePT. In order to improve engagement a consistent message is needed and I believe I can help build guidelines to accomplish this goal. I'm excited to help shape this position to better reach clinicians and patients in North Carolina and to build their lives.

### **What Contributions to the Position Will You Make:**

The NCPTA Board of Directors recently finalized a strategic plan with the goals of Education, Communication, Collaboration, Membership/Leadership/Diversity and Practice Protection and Access. As NCPTA Student SIG President 3 years ago I

prioritized improving communication across social media platforms, including building the NC SPT/SPTA presence on twitter. As Director of Communications I plan to do the same for the NCPTA as a whole. Some strategies include, using the website and a variety of social media platforms to build awareness of the profession and NCPTA activities for clinicians, students, and the public. Another priority will be to build a more consistent message across communication platforms to improve branding and more clearly deliver the message of the benefits of physical therapy. I plan to continue to spread the message of #MoveForward and #ChoosePT to increase awareness of why physical therapy should be a first choice option for a variety of health conditions. As Director of Communications my goals are to improve consistent communication, increase branding efforts, and build awareness, to promote increased engagement with internal and external stakeholders across North Carolina.

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Thank you for your interest.

NCPTA Nominating Committee