

FPA Board of Directors Action Item Submission  
Public Affairs Council

**Action item 1**

**Background:** A change from the present domain name pharmview.com to floridapharmacy.org which is presently owned by Joy Wright. This can be configured in such a way that if an individual searches for the FPA both domain names will take the person to the FPA website until the pharmview.com domain is no longer being utilized and becomes obsolete from disuse.

**Rationale:** When an individual web searches for the Florida Pharmacy Association it is difficult to find. The proposed domain name resolves that issue.

**Alignment with Strategic Plan/Legislative Agenda:** Priority 2 Infrastructure – Goal 3: Enhanced website rebranding

**Proposed process for Council to implement the decision or carry out the process:**

1. Purchase the domain name floridapharmacy.org which is presently owned by Joy Wright.
2. Configure in such a way that if an individual searches for the FPA both domain names will take the person to the FPA website until the pharmview.com domain is no longer being utilized and becomes obsolete from disuse.

**Action item 2**

**Background:** Post the legislative banners created by Peter Won on the FPA website as soon as possible.

**Rationale:** Information needs to be displayed in a timely fashion to maximize exposure and utility.

**Alignment with Strategic Plan/Legislative Agenda:** Priority 3: Advocacy Policy and Legislation, Goal 2 Increased visibility.

**Proposed process for Council to implement the decision or carry out the process:** FPA staff member to post the banners with appropriate oversight.

**Action item 3**

**Background:** Post the legislative infographics created by Britten Featherstone and Riley O'Donnell containing the House Bill numbers and the companion Senate Bill numbers when applicable as soon as possible.

**Rationale:** Information needs to be displayed in a timely fashion to maximize exposure and utility.

**Alignment with Strategic Plan/Legislative Agenda:** Priority 3: Advocacy Policy and Legislation, Goal 2 Increased visibility.

**Proposed process for Council to implement the decision or carry out the process:** FPA staff member to post the infographics with appropriate oversight.

#### **Action item 4**

**Background:** Delegate the webmaster duties to an FPA staff member relieving the Executive Vice President for other leadership duties.

**Rationale:** The Executive Vice President should be concentrating on leadership tasks and delegate website needs to a staff member without the EVP abdicating his or her accountability and ensuring EVP oversight.

**Alignment with Strategic Plan/Legislative Agenda:** Priority 2 Infrastructure, Goal 5 Leadership Accountability.

**Proposed process for Council to implement the decision or carry out the process:** FPA staff member to perform webmaster duties with appropriate oversight.