

Communications Committee Report
Michigan Radiological Society
Annual Report
May 17, 2025

Committee Members:

Danny Ma, MD
Marco Lin, MD
Andy Moriarty, MD
Todd Williams, MD
Rajiv Bapuraj, MD

Evita Singh, MD
Karen Grajewski, MD
Gauravi Sabharwal, MD, FACR
Farnoosh Sokhandon, MD
Biren Shah, MD, FACR

The Communications Committee, under the leadership of Dr. Danny Ma and Andrew Moriarity convened via Zoom on January 20, 2025, to review and advance several initiatives focused on digital outreach, website development, and member engagement.

- **Website Enhancements**

Content updates were completed across key sections of the website, including the President's message, committee appointments, upcoming events, and Foundation activities. A full audit was conducted to identify and correct broken or dead links. The mobile version was tested and performs well on iPhones and iPads using the Safari browser.

The committee recommended adding a section to highlight MRS's past Chapter Recognition Awards to showcase organizational achievements. Additionally, planning began for a password-protected, searchable membership database using existing membership software, with a target completion date by the end of summer 2025.

- **Digital Media and Visual Assets**

Improvements to the Board of Trustees' headshots are underway to ensure high quality and consistency, with AI-enhancement support from Shannon Sage. The committee also began organizing a large archive of Society photographs, with plans to develop a public photo gallery on the website.

To support this effort, the committee recommended the creation of a selfie station at all MRS events. This station will encourage attendees to take photos, which will be collected in shared folders for use in MRS social media and marketing materials.

- **Jobs Bank and Career Resources**

A redesign of the Society's job bank is being explored. Proposed updates would allow employers to manage their listings directly through our membership platform, with optional targeted email announcements to members. A small service fee is also under consideration.

- **Resident and Fellow Section**

The Resident and Fellow Section (RFS) is reviewing its section of the website. Updates under discussion include refreshed content on Michigan residency and fellowship programs.

- **Social Media Engagement**

The committee continues to expand MRS's social media presence, aiming to make posts more member-centered and engaging. In addition to promoting events, the focus is shifting toward showcasing member activities, achievements, and photos.

The Communications Committee remains committed to enhancing the Society's visibility and member connection through dynamic digital content, modern communication tools, and collaborative strategies.

Respectfully submitted,

Danny Ma and Andrew Moriarity