

Michigan Radiological Society
Communications Committee
May 2026

Overview

Over the past year, the Michigan Radiological Society has made significant progress in strengthening its digital infrastructure, enhancing communication with members, and expanding career development resources. These efforts are focused on improving member engagement, accessibility, and long-term value.

Website, Social Media & Digital Enhancements

The Society continues to invest in ongoing website improvements to ensure a modern, user-friendly experience for members:

- Continued updates to website content
- Ongoing improvements to usability, accessibility, and mobile performance
- Expansion of visual assets and member-focused content

The Communications Committee remains actively engaged in maintaining and enhancing the website as a central hub for Society information and engagement and increased efforts to promote MRS through social media with help from our resident webmaster Kamil.

New Career Center (YM Careers)

A major advancement this year is the launch of the MRS Career Center, powered by YM Careers:

- Provides a centralized platform for job postings and career opportunities
- Allows employers to post and manage listings directly
- Creates new value for members seeking career advancement
- Establishes an additional revenue-generating opportunity for the Society

Efforts are ongoing to expand the Career Center and increase utilization among both employers and members.

New CRM & Membership Database

The Society is implementing a new CRM platform and searchable online membership database, expected to be available in Summer 2026:

- Secure, password-protected access for members
- Improved ability to search and connect within the membership
- Enhanced data management and communication capabilities

This initiative builds upon prior planning efforts to modernize member access and connectivity.

Compliance & Governance

To ensure best practices and regulatory compliance:

- Legal counsel reviewed and updated the Society's privacy policy and terms & conditions

- These updates ensure the website and member data practices remain compliant and up to date
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Communications & Member Engagement

The Society continues to expand and refine communication efforts:

- Ongoing updates to website content and member communications
- Continued growth of digital outreach and engagement strategies

These efforts are designed to strengthen connection with members and improve the overall visibility of the Society.

Looking Ahead

Key priorities moving forward include:

- Continued expansion and utilization of the Career Center
 - Full rollout and adoption of the new membership database
 - Ongoing website enhancements and content development
 - Strengthening communication channels with membership
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Summary

The Michigan Radiological Society has made meaningful progress in modernizing its digital presence and communication tools. With the launch of the Career Center, implementation of a new CRM system, and continued investment in website improvements, the Society is well-positioned to enhance member engagement and provide increased value in the coming year.

Respectfully submitted,
Communications Committee