**Educational Council Retreat 2012**

**Continuing Professional Development Committee Report**

**on**

**AAPM Strategic Planning Tasks**

**Task 2: Priority 3**

**Investigate changes to make Summer School more profitable. Rethink Summer School in view of the existence of the AAPM Spring Meeting and the specialty meetings. Review Summer School business model**

The SSSC is committed to the schools in their current format including:

The use of University/College campuses for the schools in lieu of hotel ballrooms.

The casual nature of the attendee/faculty/school relationship.

The review nature of the material and programs presented.

The target audience.

The pricing structure (<$200/day, room and board, meals, registration, and materials).

Goals (timeline 3 years):

Increase summer school revenue by increasing attendance and adjusting pricing with inflation.

Tasks (timeline 1 year):

Ensure appropriate, relevant, "hot" topics for SS, maybe through RFP process.

Examine 3,4,5 day models to increase attendance by making the SS slightly cheaper $wise, much cheaper time wise.

Examine the number of faculty allotted to each school.

Examine the viability of SAMs.

**Task 1: Priority 3**

**Expand online services and find ways to enhance revenue, especially from outside groups. Develop business plan for online continuing education**

**Deliverables 1:**

**Develop recommendations for potential revenue enhancement and propose new materials for medical physicists and other potential markets**

The Online Learning Services Subcommittee has expressed doubt that they can help with revenue enhancement.

They are frustrated by

* The organization of the website
* The problems with accuracy of the existing quizzes
* Issues with SAMS (erroneous quizzes and unclear access)
* Broken web links to reference materials
* Difficulty with quizzes and SAMS to assess and correct problems
* Limited help and resources available to address the problems

They feel we need to fix what we have before adding anything new.

The issue of improving access to quizzes as well as modules in the Virtual library that are of interest to a user has been expressed by the subcommittee and by the Web site Associate Editor for Education. Need to add a search function on key words to navigate through the available quizzes and modules to find the ones of interest.

Goal:

Address the issues of the online quizzes and access to the Virtual Library to improve the services we are already charging for.

Tasks:

Establish a Working Group to address improvements needed to the website for assessing quizzes and VL modules and tools needed to manage the development of new quizzes and maintenance of existing quizzes. The charge to the WG would be to define the functions and tools needed to improve user friendliness, operation and access to the site, the resources needed to make the identified changes and the cost.

Utilize the results of the survey of needs conducted by the Medical Physics Continuing Education Needs SC to identify areas that need to be added to the Virtual Library, quizzes and SAMS

Consider charging a separate fee for access to SAMS modules.

Improved access to quizzes and better selection of topics in them may justify raising the fee charged.

Improvements to the VL access may justify initiating a fee for that as well, especially for those that did not attend the annual meeting.

**Task 3: Priority 3**

**Develop additional and extend existing educational opportunities for medical physicists**

**Deliverables 3:**

**RSO training course, continuation of ACMP meeting content as AAPM Spring Meeting, etc**

**Strategy 2: Provide continuing education in ethical, professional, leadership, management, safety culture and communications knowledge and skills.**

The first step in organizing additional educational offerings is to determine the extent of need and interest for various educational programs. A new SC of the CPD has been established called the Medical Physics Continuing Education Needs SC chaired by Brent Murphy.

Goal:

Identify additional education opportunities needed for the professional development of medical physicists

Tasks:

Conduct a survey of the membership as to their professional educational needs including those suggested in this task. A dual survey is planned:

*1. It is the goal of Survey #1 to identify the training interest needs.*

*2. It is the goal of Survey #2 to identify optimal on-line training delivery techniques that would meet the member’s demands.*

*3. Investigate the following current education opportunities that may be under utilized.*

 *a. Free On-Line Training: Vendors*

 *b. Free On-Line Training: Organizations (ASTRO, ACR, IAEA, AAMD, HPS, etc)*

 *c. On-Line Training from Education Institutions / Companies*