

Digital Officer Report 2020

Summary

The role of website officer has evolved into a digital officer role following the launch of the website in June of last year. A number of areas for digital development have been identified to facilitate the organisation and its members.

Digital areas of development

- Virtual Platforms
- Online courses
- Website development
- E-mentoring platforms integration

Virtual Platforms

The MACP exec had been exploring virtual platforms prior to this year's national lockdown, which served to accelerate this area of development. The requirement for a virtual platform existed to support virtual meetings, online courses, regional meetings and has potential to support mentoring.

Following consultation with our digital web provider - Senior, and members of our executive committee, Zoom was the preferred platform to utilise.

The MACP has successfully continued to run Exec meetings and regional meetings with this platform. Courses have moved online with fantastic support from the PDC. A number of webinars have been run with excellent feedback. We look forwards to moving our AGM online for the first time.

Online course and Webinars

Work was instructed to Senior to integrate and automate the booking process of online courses with Zoom. This is due to be completed in the coming weeks.

Website

The website remains under regular review and traffic remained constant following the transition from the old to new website.

The automation for subscriptions and course has worked towards reducing administrative workload. Greater uptake of members moving to DD would further help support this.



Routes to membership

A number of routes to membership including support for advanced practice and FCP guidelines are in development. The website will provide a future role in supporting these processes

Mentoring

Work is being scoped out to develop and support mentoring together with the education committee.