

# IACRN Membership, Marketing and Communications Committee



## Committee Mission

The Membership, Marketing, Communications Committee supports the mission and vision of IACRN through the management of internal and external communications, membership promotions, and marketing of the organization.

## Committee Goals

Promote awareness of IACRN  
Increase Association membership

## Accomplishments

- >400 members
- 34 states plus DC
- 20 countries
- Institutional and 6 month trial memberships
- Redesigned website
- Redesigned *In the Loop*
- *Redesigned Brochure and flyers*
- Increased Social Media Awareness-Facebook, Twitter, LinkedIn, Twitterchats

## Future Plans

Collaborate with board and other committees to promote awareness of IACRN and increase

## Impact

Steadily increased membership over last 10 years.  
Raise awareness of organization through social media forums and Grab and Go Campaign.

## Get Involved

For more information about the MMC Committee contact:  
Georgie Cusack  
[Georgie.cusack@nih.gov](mailto:Georgie.cusack@nih.gov)  
or Terry Jeffs  
[jeffsm@Georgetown.edu](mailto:jeffsm@Georgetown.edu)

## Members

**Chair:** Georgie Cusack-National Institutes of Health  
**Co-Chair:** Terry Jeffs-Georgetown University  
Laura Baker, Board Liaison-Seattle Children's Hospital  
Brian Beardslee-Dana Farber Cancer Institute  
Traci Bell-Washington University School of Medicine  
Melody Cayford-Massachusetts General Hospital DRC  
Michelle Dickey-Cincinnati Children's  
Karen Fancouer-Dana Farber Cancer Institute  
Herna Joy Gonzalez-Torrance Memorial Medical Center  
Catriona Grant-Massachusetts General Hospital  
Gordon Hill-Glasgow Caledonian University  
Catherine Ricciardi-MIT Clinical Research Center  
Claire Whitehouse-James Paget University Hospitals NHS Foundation Trust

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