Time To Update Your Web Site

Was your affiliate’s New Year’s resolution to update your Web site regularly? With 2010 in full swing, now is a great time to take a long, hard look at your affiliate Web site. What value does it bring to your affiliate? It’s a great time to ask the question, “What has our Web site done for us lately?”

Your Web site is the face of your affiliate and oftentimes is the only way a member connects with your affiliate or contacts your leadership. A Web site can influence a member to renew their membership; however, it also can convince a member that their money would be better spent elsewhere. How does your Web site look? Can you make improvements? Sure you can, everyone can make improvements, but what if your budget is short this year, what changes really get more bang for the buck?

Here are some recommendations to help you keep your Web site up to date and timely:

1. Make sure the home page has the most up-to-date information. If your annual conference took place a few months ago, it’s time to take down the old announcement. Keep the home page updated as often as possible. A freshly updated home page tells the members someone is “there” and that you appreciate them taking time to visit your site.

2. Update your leadership’s contact information. It’s very important to your members to have the current board’s contact information displayed on your Web site. It’s OK to allow the board to choose what information they would like to make available to your members. E-mails, phone numbers and addresses only should be published with the permission from the person. At the very least, an office phone number or e-mail should be available with information on how long it will take to get a reply to a member who needs assistance. Remember to respond as soon as possible to any member inquiry. Usually 24 to 48 hours is acceptable in most situations.

3. Make sure the content on your Web site is grammatically and factually correct. Nothing says more about an affiliate to its membership when the Web site information is incorrect. “Please attend our meeting” won’t help registration for your next event or conference. Have someone else proofread the copy before you post it.

4. Provide opportunities to network with other members. Social networking is growing in popularity at a rapid pace. Google sites, Yahoo groups, Facebook pages and Twitter accounts all offer a free way to stay in touch with your members. This is a unique way to get members to interact and network, plus it can be fun!

Some advice when considering social media development: We strongly suggest that any affiliate use the following disclaimer on any social media platform it develops to clearly define who is posting the content:

“Comments and opinions posted on this site are ________’s alone and do not necessarily represent those of the ___SRT.”

If you would like more information on how to develop your Web site or information on social media, please contact the Affiliate Relations Department for assistance at affiliaterelations@asrt.org
Compliance Update

Affiliate Subordinate Compliance Webinars Now Available on the ASRT Web site

The Governance and Affiliate Relations staff hosted two Webinars in early December. Titled “Affiliate Subordinate Compliance - The Basics”, the Webinars included information on the compliance process for the affiliate subordinates (affiliate districts and chapters), resources and general information for filing with the IRS. The Webinar on Dec. 11 was recorded and is now available on the ASRT Web site for you to view in its entirety. There were some very good questions posed during the Webinar that we would like to share with you:

1. Where can you find information about the compliance process? The ASRT Web site hosts an entire section that is devoted to helping our affiliates. Go to the ASRT Web site, click on Affiliates & Governance, choose the Affiliate Society Landing Page and then click on Affiliate Links to access the most up-to-date resources and information. You can access the page through the following link: https://www.asrt.org/content/governance/affiliatelinks.aspx.

2. What is required for affiliate subordinates to become compliant with the ASRT?
   - Report names and contact information for officers, and confirm that officers are ASRT and affiliate members.
   - Provide a financial report, become incorporated in the state or provide proof of incorporation in good standing.
   - Obtain an Employee Identification Number from the IRS and provide the number to the ASRT.
   - Provide proof of recent tax filing with the IRS.
   - Provide meeting dates and confirmation from the main affiliate that the subordinate is in good standing.
   All this information must also be reported to the main affiliate.

3. What is the due date to have the documentation turned in? June 30, 2010, is the due date to have the documentation turned in to the ASRT and the main affiliate.

4. What happens if the affiliate subordinate chooses to disband instead of becoming compliant? The main affiliate and its subordinate would work on this process together. Guidance for how to proceed with this process is available in the affiliate’s bylaws.

5. What happens if the affiliate subordinate tries, but fails to become compliant by June 30, 2010? The affiliate subordinate would lose the ability to advertise any affiliation with the ASRT and also lose the benefit of complimentary review of upcoming continuing education activities by the ASRT Continuing Education Department.

6. Who can I contact to discuss affiliate subordinate compliance issues at the ASRT? Call the Affiliate Relations Department at 800-444-2778 or e-mail affiliaterelations@asrt.org.

Email Blast Reminder

E-mail Distribution Benefit for Active Affiliates

The ASRT is happy to announce that a mass e-mail distribution benefit became available to affiliates on Oct. 1, 2009. Affiliates that have been looking for ways to contact imaging professionals now have a way to meet this need.

Through this program, each ASRT affiliate in good standing will get assistance sending out one e-mail per fiscal year to all the ASRT members with e-mail addresses in their city or state.

E-mail Benefit Policy and Guidelines for Active Affiliates.

https://www.asrt.org/applications/governance/AffiliateEmailPolicy.aspx

Resources

- Your affiliate’s Web site link is on the ASRT Web site. Go to the affiliate links page to see your affiliate’s link.
- If you have a technical or procedural question relating to exempt organizations, visit the Charities and Nonprofits home page on the IRS Web site.
- If you have a specific question about exempt organizations, call the IRS EO Customer Account Services at 877-829-5500.
- Are you a delegate? Did you receive a copy of the last Delegate Update? The latest issue can be found on the ASRT Web site at https://www.asrt.org/content/governance/DelegateUpdateNews.aspx.
**New Membership Recruitment & Retention Tools**

On Jan. 15 and Jan. 20, ASRT Director of Marketing Mark Ryerson provided tips you can use to promote membership. The Webinar, titled “Membership Recruitment and Retention Strategies,” was recorded and is now available on the ASRT Web site. During the Webinar, Mark discussed ways to get the word out about your affiliate to other technologists in your state. He also talked about low cost and easy solutions to use in your recruitment strategies for 2010. You can listen to the recorded version of the Webinar on the ASRT Web site any time, day or night, whenever it is convenient for you. The recorded version can be found at https://www.asrt.org/Content/Governance/SpecialItems/Presentations.aspx.

The next affiliate Webinar will be held on March 4, 2010, and will provide information on continuing education submission and planning. Our speaker will be Barbara Whitefield, ASRT director of continuing education. Please plan to join us. To sign-up, e-mail affiliaterelations@asrt.org.

**R.T. in D.C.**

**Event Details**

The ASRT invites members of your affiliate society to join us in Washington, D.C., March 7-9, 2010, for the 12th annual R.T. in D.C. advocacy event. This event is a wonderful opportunity to provide professional training to the people who work on legislative issues for your affiliate society. Attendees will work with lobbying experts and learn skills they can use on Capitol Hill, as well as in the state legislature. They’ll put those skills to use when they visit their senators and representatives on Tuesday, March 9 in support of the CARE bill.

The registration form may be photocopied and it is available to download online at https://www.asrt.org/rtindc. Registration for this event is limited to the first 150 affiliate representatives and ASRT Grass-roots Network members. The registration deadline for R.T. in D.C. is Feb. 7, 2010.

If you have any questions, please call Syd Sanders at 800-444-2778, Ext. 1322, or e-mail her at ssanders@asrt.org.

**Reminder**

Please remember to update academic credentials on your ASRT member profile. Also, update your profile if you have earned the Certified Radiology Administrator credential from the Radiology Administration Certification Commission or a Certified Imaging Informatics Professional credential from the Society for Imaging Informatics in Medicine.

**Sonographer Needed**

The ASRT seeks a sonographer member to serve on the board of the Joint Review Committee on Education in Diagnostic Medical Sonography to replace Kelly Wright, B.S., R.T.(R)(M)(QM), whose term expires in October 2010. Ms. Wright is eligible for reappointment. Candidates must meet ASRT criteria and complete a candidate information form. Interested members should contact Tami Briones, governance manager, at tbriones@asrt.org or 800-444-2778, Ext. 1250. Completed forms must be returned by April 1.

**Nuclear Medicine Technologist Needed**

The ASRT seeks a nuclear medicine technologist member to serve on the board of the Joint Review Committee on Educational Programs in Nuclear Medicine Technology to replace Richard States, R.T.(R), whose term expires Jan. 31, 2010. Mr. States is eligible for reappointment. Candidates must meet ASRT criteria and complete a candidate information form. Interested members should contact Tami Briones, governance manager, at tbriones@asrt.org or 800-444-2778, Ext. 1250. Completed forms must be returned by April 1.
Learn About the Candidates in the 2010 ASRT Election

I AM changing the future.
You can change the future, too.

Go to www.asrt.org to find out where the candidates stand on important issues

- Officer Candidate Profiles
- Delegate Candidate Profiles
- Listen to the Candidate Open Forums

Who is eligible to vote?
You are eligible to vote in the 2010 ASRT election if you were a member on or before Dec. 31, 2009.

How to vote
Voting is available online starting Feb. 2 or by paper ballot. Call VR Election Services (an independent election bureau) at 800-218-4026 to request a paper ballot.

Need help?
Contact the VR Election help desk by e-mail or call 800-218-4026.

Election results will be published in the June/July 2010 ASRT Scanner and on the ASRT Web site.

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