



THE GREAT LAKES ASSOCIATION OF ORTHODONTISTS

INDIANA • MICHIGAN • OHIO • ONTARIO • WESTERN PENNSYLVANIA
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GLAO EDITOR POSITION OPEN!

Dr. Michael Sherman will conclude his term as the GLAO Editor in the fall of 2019. The GLAO Leadership is seeking interested and qualified candidates with a term to begin in September, 2019. **If you are interested in serving the GLAO as the GLAO Editor, please submit a letter of interest and CV to the GLAO office GLAO@AssnOffices.com, no later than **February 1, 2019**.** The GLAO Board will make this appointment in March at the Ad Interim Board Meeting.

If you have any questions about this council position, please contact Dr. Michael Sherman (mwsherman@rogers.com or 416-895-7082) or the GLAO office (877-274-6420; GLAO@AssnOffices.com). Thank you for your consideration!

QUALIFICATIONS:

- Candidates must be active members in good standing of the American Association of Orthodontists (AAO) and Great Lakes Association of Orthodontists (GLAO).

TERM:

- The term of office of the GLAO Editor is three (3) years.

RESPONSIBILITIES:

- The Editor serves as a non-voting member of the **GLAO Board of Directors**.
- GLAO Board members are **required to attend the GLAO Annual Session Board of Directors' meeting** held in annually, in the fall and the GLAO Ad Interim Board of Directors' meeting held annually, in the spring.
- The Editor serves as **chair of the GLAO Communications Committee**.
- The Editor is responsible for **photography** at the GLAO Annual Session
- The Editor must have a laptop computer with internet access, as board meetings are paperless.
- The Editor must utilize email as a primary tool for communication.
- The Editor shall support the mission of the GLAO and seek to implement communication strategies identified in the **GLAO strategic plan**. Current strategies include:
 - Encourage components and members to utilize available resources for the promotion and support of the Specialty of Orthodontics, to include regular postings of the new opportunities available with the AAO Practice Opportunities and Careers classifieds;
 - Communicate learning opportunities to the membership, their staff and residents, to include GLAO, AAO, Components, GORP;
 - Facilitate interactive and timely communication with the membership;
 - Promote GLAO and AAO member services and benefits to current and future members in order to recruit and retain membership;
 - Acknowledgement of the achievements and awards that our GLAO members have received.
 - Engage the membership through participation in the Annual Session and Annual Business Meeting

- The Editor is responsible to maintain current, interactive, user friendly **member communications**, to include the *GLAO e-News*, e-Blasts, website and social media.
- The Editor is responsible for the publication of the quarterly **GLAO e-News**, to include: Develop and maintain a strategy to improve member engagement with the e-News; Solicit contributions from members, universities and/or subject matter experts; Edit all submissions for the GLAO e-News for accuracy and relevant subject matter; Ensure links and online postings; Edit final draft before circulation to membership; Monitor and report analytics; Solicit input from the membership and provide feedback to the membership.
- The Editor is responsible to facilitate **e-Blasts**, as needed, to share time sensitive information with the GLAO membership.
- The Editor is responsible to ensure the **GLAO website** contains up-to-date/current information.
- The Editor is responsible to post regularly (weekly) on **social media**, including GLAO Facebook public and GLAO closed group pages and any other social media platforms as determined by GLAO board and to develop and maintain a campaign to increase member participation with social media.

ESSENTIAL ATTRIBUTES:

- The GLAO Editor should be knowledgeable and well-versed in electronic communications, social media platforms and technology.

ADDITIONAL INFORMATION:

- The *GLAO e-News* is currently available to members in electronic format and published quarterly with content deadlines: February 1, May 1, August 1, and November 1.
- The GLAO has two Facebook Pages:
 1. *The GLAO has a public Facebook page for anyone to like, share and comment. Content is monitored by Administrators (GLAO Staff and GLAO Editor).*
 2. *The GLAO has a **Facebook Closed Group** for members only. Members must be approved by GLAO Staff and annually they will be confirmed by staff to ensure ongoing GLAO/AAO memberships. The GLAO Editor is responsible to monitor discussions and remove any inappropriate posts or violations of antitrust, etc. Content may be posted by the Administrators (GLAO Staff and Editor) or any member of the closed group.*