MACP
PO Box 4940
Slough, Berks, SL1 0JW
administration@macpweb.org
www.macpweb.org
Twitter: @PhysioMACP
Facebook: MACP Physiotherapy

MACP AGM 2024

4ʰ November 2024, 7pm

Report:	Digital
Committee Member:	**Gethin Lynch**
Date of report:	**10/10/2024**

This year has seen continued positive feedback regarding the new MACP website, which was launched in August 2023 in collaboration with LightMedia. The site has proven to be extremely user-friendly, with limited to no issues encountered by users. When minor issues have cropped up, the website team has been highly responsive, quickly resolving any concerns, ensuring minimal disruption to our users and staff.

The integration of executive meetings within the website has also been a success. The document management system has allowed for easy amendment and storage of important files, making executive processes more streamlined and accessible.

As the number of issues related to the website has been significantly reduced, our digital and administrative teams have been able to dedicate more time to other key projects, such as marketing and expanding our knowledge translation resources. This has had a positive impact on the broader operational goals of the MACP, allowing for a more efficient and forward-thinking approach.

Progress against Organisation's Strategic Aims

The new website has continued to support our strategic goals. The executive meeting module has greatly enhanced the ability to document and report on meetings, while the improved CRM system has eased administrative workloads. This has freed up our administrative team to focus on other initiatives, such as the development of new clinical mentoring modules and the expansion of the Knowledge Translation area of the website, which will meet the growing needs of our membership.

Key Development Plans for 2024/2025

- Further development of the Knowledge Translation area.
- Continued monitoring and analysis of administrative time spent on CRM tasks.
- Exploration of additional functionalities to enhance user experience and support members.

This report incorporates the requested changes regarding the new website, team responsiveness, executive meeting integration, and the impact on the digital team's capacity. Let me know if further modifications are needed!