

CSA Web Site Continues to Grow

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The CSA is excited to be working on a number of new developments for the Web site (www.csaHQ.org) while simultaneously improving the existing features. Visitors will notice that small changes are occurring on a regular basis and two areas have already undergone significant improvement. More growth and exciting new features are coming soon.

We are currently working toward the launch of our new “CSA Online First” feature. This will be an ongoing series of blog-style articles written by CSA members on topics of importance to the field of anesthesiology. The timeliest of these pieces will go out via e-mail to the membership, while others may be posted online only. In addition, there will be a feature area for the “CSA Online First” blog, where members will be able to add comments and to interact with one another and the authors. In the interim, “CSA Online First” articles will appear as CSA News items on the home page.

Another engaging area of the CSA Web site is the recently launched “CSA Grassroots Network,” which can be found under “Advocacy.” This feature facilitates easy involvement in advocacy initiatives: Users can look up legislators, follow legislation and votes, and take action by writing directly to legislators or the media about key issues, all via the CSA Web site. When action to reach out to representatives is required, users will receive an e-mail containing alert information, along with letter templates and talking points to facilitate personalized communications to legislators. The CSA Grassroots Network is one of many advocacy initiatives that the Society undertakes to ensure that lawmakers are aware of the interests of anesthesiologists.

Many members already make excellent use of the Member Groups (formerly ListServ) offered by the CSA. Recently, a number of new “Open Groups” have been launched, where members can join in discussion of a range of topics including “Professional and Practice Affairs,” “CDPH Survey,” “Legislative Issues,” and more. There is also a range of “Governance Groups,” including one for each district (members are automatically enrolled in the one for their district), designed for communications on CSA business. Each Member Group has a single, group e-mail address for sending and replying to messages. Messages can be sent to groups via e-mail, but are also available on the Member

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Groups' pages on the Web site. The CSA encourages all members to make use of the "Open" and "Governance" groups to engage in CSA business and stimulate discussion on relevant issues.

The much anticipated mobile interface for the CSA Web site is now complete and available on any smart phone. To access the CSA Web site on a smart phone, go to www.csahq.org. You will automatically be directed to the mobile site, which features a streamlined menu format and interface easily viewed on mobile devices. The mobile interface allows users to conveniently access the full functionality of the CSA Web site from anywhere.

The "Professional and Practice Affairs" area of the CSA Web site is undergoing transformation to improve the quality, diversity and ease of access to information. A task force made up of members from the Legislative and Practice Affairs Division (LPAD) and the Committee on Professional and Public Communications (CPPC), headed by Dr. Mark Zakowski, is working with Merrin McGregor, CSA's Manager of Communications and Electronic Media, to restructure this important area of the site, as well as to add content to it. The new structure will include links to appropriate information, guidelines, statements, and policies on the ASA Web site, as well as links to information of interest to anesthesiologists from other organizations. In addition, the CSA's own policies, articles, and archives will be reorganized and updated to improve user-friendliness for members. The task force plans to have the larger, structural improvements in place over the next several months, with an ongoing focus on keeping resources current and meaningful for members.

The CSA is very enthusiastic about these enhancements to the Web site, which will continue to enrich the services the Society offers to its membership. If you have suggestions to offer regarding the Web site and its content, please e-mail Linda Hertzberg, M.D., at lhertzberg@csahq.org or Merrin McGregor at mmcgregor@csahq.org.

The CSA is pleased to welcome Merrin McGregor as its new Manager of Communications and Electronic Media. Merrin brings a wealth of experience in education, marketing, communications and public relations, and the use of Web- and print-based tools in these areas. Since her arrival several months ago, she has been engaged in the ongoing development of and work on the newly updated CSA Web site, as well as working closely with leadership on communications initiatives.

CSA Web Site

www.csahq.org