

FINAL/APPROVED

**VIRGINIA BOARD OF PHARMACY  
MINUTES OF AD HOC COMMITTEE ON OUTREACH AND COMMUNICATIONS**

Tuesday, February 10, 2026

Department of Health Professions  
Perimeter Center  
9960 Mayland Drive  
Henrico, Virginia 23233

**CALL TO ORDER:** A meeting of an Ad Hoc Committee on Outreach and Communications was called to order at 1:05 PM.

**PRESIDING:** **Patricia Richards-Spruill, RPh, Chair**

**MEMBERS PRESENT:** **Kelly Hasty Kale, RPh**  
**Tim Robertson, RPh (non-voting participant)**  
**Ling Yuan, PharmD**

**MEMBERS ABSENT:** **Shannon Dowdy, PharmD**

**STAFF PRESENT:** **Sorayah Haden, Executive Assistant**  
**Caroline Juran, RPh, Executive Director**  
**Beth O'Halloran, RPh, Deputy Executive Director**  
**Ellen Shinaberry, PharmD, Deputy Executive Director**  
**Kelly Smith, Director of Communications, DHP**

**PHARMACISTS AWARDED  
1-HOUR OF LIVE OR REAL-  
TIME INTERACTIVE  
CONTINUING EDUCATION  
FOR ATTENDING MEETING:** None.

**QUORUM** With 3 of the 4 committee members present, a quorum was established.

**APPROVAL OF AGENDA:** Agenda was approved as presented.

**PUBLIC COMMENTS:** Dr. Jade Ranger provided written public comments via email. The written

comments were provided as a handout for the committee to review. The written comment expressed her support of the Outreach and Communications Committee and its efforts to evaluate current communication processes and look for opportunities to strengthen outreach to stakeholders. The comment provided outreach suggestions she would like to have considered by the committee such as using multiple communication channels and creating avenues to encourage two-way engagement with the public.

**OVERVIEW OF BOARD  
AND AGENCY  
COMMUNICATION  
METHODS:**

Ms. Juran provided an overview of the various communication methods used by board staff such as via presentations, e-newsletters, FAQs and other information posted to the website. She explained that each of the thirteen health regulatory boards has its own website, but that the general format is the same for all boards at DHP, and that the posting of information to the website and dissemination of emails is coordinated with DHP's IT department. The News section on the Virginia Board of Pharmacy's website features board newsletters and a sample of significant presentations offered to professional organizations. She described the transition in 2021 regarding the newsletter layout moving from a four-page document sent via email which contained two pages of national news written by NABP and two pages of state news written by board staff to a brief, singular issue email format. The brief, summarized format was favored as the open rate for the longer document was only approximately 30%. She further estimated that most licensees have provided the board with an email address that can be used to disseminate electronic communications, but that licensees are not required to provide the board with an email address. Staff stated that they do still receive requests from a small percentage of licensees who prefer to renew licenses via paper and that one pharmacy in Virginia still operates without a computer. Therefore, it may be problematic to mandate licensees to provide an email address to the board which would likely require a statutory change.

**ACTION ITEM:**

**Board staff will explore the archiving of older newsletters that are currently posted to the board's website.**

Kelly Smith, DHP Director of Communications, provided a PowerPoint presentation highlighting communication efforts that she has recently implemented at DHP. Ms. Smith informed the board that she uses multiple electronic tools to monitor the agency and the Virginia Board of Pharmacy's digital footprint. She receives notifications any time the agency or board is mentioned in social media, news articles, court records, and more. She provided metrics from October 2025 through January 2026 identifying the top sections of the board's website visited. Ms. Smith recently introduced a platform at DHP called Constant Contact and explained the various features offered for the board's consideration. Constant Contact reports the most clicked on spots within the website. Additional features offered include the ability to send 25,000 blast emails at once and resend emails at a customized

frequency to original recipients who have not yet opened the email.

Ms. Smith provided feedback regarding the board's current layout for emailed communications and suggested a shorter, brighter, and more interactive format to attract viewers. She recently implemented such a format for one of the smaller boards at DHP. Ms. Smith also shared her efforts over the last two years to periodically post agency information on LinkedIn that is professional and positive. Because she is the Administrator for DHP's LinkedIn page, she can view analytics of postings and report this information to board staff. Thus far, analytics indicate that the shorter and more interactive emailed communication layouts perform better with viewers than the previous, longer layouts. Ms. Smith confirmed that Constant Contact does not store email addresses.

## **DISCUSSION:**

The following comments were offered:

- Committee is in favor of NABP Roundtop's short and concise layout used for their newsletters. There is a preference to compose newsletters with clear and digestible information to provide a better reception from viewers.
- Committee is interested in sending communications to schools of pharmacy and professional associations. Currently, communication efforts are limited to the email addresses in the licensing software. Ms. Smith stated that she has the ability to create and maintain an additional email distribution list beyond the email addresses in the licensing software.
- Dr. Yuan expressed support for LinkedIn and information layouts that are easy to consume.
- Mr. Robertson stated that he is in favor of emailing and/or posting helpful information such as reminders regarding state of emergencies, upcoming board meetings, and staff speaking engagements.
- Ms. Richards-Spruill commented that she is interested in communicating with licensees and would like to increase pharmacy student engagement. Ms. Kale commented that pharmacy student engagement may increase with more in-person presentations and collaboration with the schools of pharmacy.
- Ms. Kale expressed support for posting on LinkedIn approximately monthly, sending approximately six emails through Constant Contact per year, receiving annual updates on metrics from Ms. Smith, if not more frequently, and writing communications in a manner that summarizes the legal requirements instead of citing specific laws and regulations.
- Suggested topics may include future board engagement opportunities, teasers, how to sign up for Regulatory Town Hall, and transition to the UMPJE.

**ACTION ITEM:** The committee recommends that Ms. Smith provide a similar presentation to the full board at an upcoming meeting as learning more about communication tools now available to boards at DHP would be helpful.

**ACTION ITEM:** The committee recommends that staff begin collaborating with Ms. Smith to use the brighter, more interactive format to disseminate brief emailed communications (one-pager) via Constant Contact and to periodically report analytics, e.g., open rate, back to the board.

**ACTION ITEM:** The committee recommends that board staff and Ms. Smith collaborate to create an email distribution list for disseminating board communications that goes beyond the email addresses in the licensing software and includes an email address for each school of pharmacy and professional association located in Virginia.

**MEETING ADJOURNED:** The meeting adjourned at 3:41 PM.



Caroline Juran, RPh  
Executive Director

31/17/2026

DATE: