

Harris Health System School of Diagnostic Medical Imaging

Becoming TSRT President

There are numerous issues that radiologic technologists face in the current climate. There needs to be more awareness and respect for their incredible job. Some groups have attempted to use their platforms to have unequipped healthcare workers perform the same duties as educated registered technologists. The TSRT has tried to address these issues with its mission statement, and the society's president is at the forefront of that mission. When I become TSRT president, I plan to advocate for several initiatives to improve the quality of the radiographic technology profession. Among these initiatives would be to bring more awareness and respect to the profession. Additionally, I would implement strategies to increase membership. I would use these strategies to build a strong, vibrant, and engaged community of technologists.

Creating a comprehensive marketing strategy is the first step to building a stronger community. Working with a reputable marketing agency would help increase the organization's presence. To further gain new members, marketing materials should emphasize the importance of the organization and the benefits it has. I will campaign for student interns to be involved in marketing. Student interns will use popular social media platforms like Tik Tok and Instagram to increase engagement with Texas technologists and community members from all over the country. Having one or multiple interns dedicated to social media for the organization could add many benefits. For one, the intern can make content that spreads awareness of the radiological imaging field and its importance in healthcare. It can attract a new generation of students interested in the profession and contribute to its growth.

A strong marketing strategy can help increase membership, but the organization must engage people to maintain active members. Events such as the Annual TSRT conference are attractive opportunities to network and build community within the field. Another way to further push member engagement would be to allow members to vote off the location of the annual meeting. If members could vote on the place, they may feel more connected to excited about attending the conference. The networking opportunities at TSRT are priceless, and these connections have the potential to be used to create a job bank that members of TSRT can utilize. If someone has an open position, they could submit the posting to TSRT, and the organization could compile them into a monthly or bi-weekly email for members, similar to how ASRT.

With a larger and more engaged group of members, my next initiative would be campaigning for volunteers. The TSRT needs volunteers to assist with events such as the annual meeting. Volunteers are also vital in helping advocate for legislative priorities. Many volunteers will allow our profession to have a more prominent voice, which is needed when communicating with legislative officials. It is vital to the medical imaging profession to be up to date on legislation and bills. To protect and enhance the lives of patients and imaging professionals, we must be part of the conversation when radiation exposure is involved in legislation. As president, I would push the initiative for a group of volunteers who could be called

upon to testify in Austin on behalf of TSRT's legislative priorities. Also, I would campaign for members to sign up for alerts to be notified of any potential legislation, so they can be aware and reach out to their representatives.

As TSRT President, I can only solve some of our profession's issues. These initiatives and steps are just the building blocks for what the organization can do to continue its mission. Medical imaging professionals deserve to be valued and respected as members of the healthcare field. As president, I would continue to advocate vocally for the profession just as the previous presidents have done before me. Our work provides community members with the necessary care and safety to protect them from radiation. It is an underappreciated role in healthcare, so imaging professionals deserve leadership to advocate for them.