



AGENDA

Communications Committee

Tuesday, September 9, 2025, 2-4pm PT/5-7pm ET

<https://us06web.zoom.us/j/85807193764?pwd=miQ1IiunvzuV1iem7QMan70layVh>

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Chair: Erin Gilbert, MD

Co-Chair: Alejandro Rodriguez, MD

Committee Staff: Jason Levine, Julie Miller

- I. Call to Order and Introductions
- II. Approve Prior Meeting Minutes – Spring 2025 (attached)
- III. Review/Revise Committee Goals
 - Foster communication between members and to members in a variety of ways
 - Enhance membership marketing to increase membership
 - Increase functionality to make SAGES media resources the go-to resources in MIS for trainees, practicing surgeons, public and the media
 - Create and execute a PR strategy to generate positive coverage of SAGES in both industry press and general media
 - Enlighten and educate patients and the public of their minimally invasive options if they are to undergo surgery
- IV. PI Brochure Update
 1. Opioid (waiting to finalize)
 2. Mild Diverticulitis (still in process with Colorectal committee, Erin checking on progress)
 3. Hernia brochure (still in process with Anne Ehlers)
 4. Solicit volunteers for translations
- V. SAGES Website Redesign Update
 1. Soliciting content review volunteers
- VI. SAGES Stories Podcast Update
 1. Continue to balance interviews with legends, rising stars and various SAGES committee projects that are also shared on SAGES social media.
- VII. Monetization (Eblasts, MESSAGES, Website)
 1. 2025 annual ad revenue anticipated to be \$40-50k
 2. Additional revenue streams – running ads on website underlying pages (up to \$12K additional revenue), including videos and abstracts
 3. Monetization of SAGES Job Board page <https://www.sages.org/jobs/>—suggesting \$300 for non-member 60-day listing



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VIII. Ask SAGES Update

1. <https://www.sages.org/red-and-green-flags-to-look-out-for-when-joining-a-practice/>
2. <https://www.sages.org/how-app-utilization-can-benefit-a-practice-and-practitioner/>

IX. 2026 Annual Meeting/Marketing Updates

1. SAGES Save the Date ads in trades
2. SAVE the Date PDFs available to share on social accounts at <https://www.sages2026.org>

X. Social Media reach update

1. Instagram, Threads, LinkedIn, FB Communities, TikTok, Bluesky, YouTube (exceeded 100k), X. All continue to grow.

XI. Video Volunteers

1. Volunteers to create a general pre-op video for all specialties and separate videos for top three specialties: gall bladder, appendix and ERCP.

XII. New Ideas or Proposals?

Attachments: Spring 2025 minutes

Committee Disclosures

Committee members should have reviewed the disclosures for those on this committee (included in the agenda packet). Dr. Gilbert will ensure all contributions are balanced during the committee meeting. If you have any new or changed disclosures, please login to your member account on [sages.org](https://www.sages.org). Once there, all committee members will have a link to disclose.