

# MEGHAN M. LONGENECKER, IOM

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Meghan Longenecker is the professional development manager at the American Academy of Audiology, the world's largest professional organization of, by, and for audiologists. In this role, she oversees the Academy's online learning platform, reviews over 1,000 education courses each year to ensure they meet Academy and industry standards, and maintains partnerships with organizations offering continuing education for audiologists. She utilizes strategic communication tactics to market the Academy's professional development opportunities.

Prior to joining the Academy, Meghan was manager of Institute for Organization Management, the U.S. Chamber of Commerce Foundation's four-year educational program on nonprofit management. She directed Institute's social media and content marketing strategy and served as editor-in-chief of Institute's blog. Under Meghan's leadership, Institute won "Gold" in the Association TRENDS All-Media competition in the category of social media in 2014 and "Silver" in 2015. She also oversaw curriculum development, faculty selection, and on-site coordination of educational programming.

Before joining the Foundation, Meghan worked as the media relations and outreach coordinator for Enough Is Enough (EIE), a national nonprofit. She managed EIE's social media presence and content creation.

Meghan received her Bachelor of Arts degree in communications with an emphasis in public relations from Brigham Young University in 2011 and earned the IOM recognition in 2014.