

Minutes
IFNA Communications Committee Meeting
January 12, 2015

Present: J. Bell (Co-chair), W. Schroeder (Co-chair), W. Looman (Board Liaison), D. Zaparoni (IFNA Staff), K. Isaacson (Web design)

Announcements: none

Agenda Item	Action
<p>Year in Review Recognizing our accomplishments in 2014 – we are proud of the newsletter, the survey, submitting abstracts to the conference, the webinar plans, and the fact that the website works! Thanks to Deb for all her work and support.</p>	
Business Arising:	
<p>IFNA Webinar WS, JB & WL to co-present. Focus is on social media for the conference, encourage people to use it. Tentative date March 18.</p>	<p>DZ: find out if time available that day & book it WS: coordinate content with JB & WL</p>
<p>January 2015 Newsletter JB has good items for this now</p>	<p>JB: create & disseminate newsletter</p>
<p>Online Profiles DZ has cleaned out the profiles & deleted all the non-members. The majority of new profiles were non-members and 20-30% of those were robots. No message was sent – this requires an extra step to notify people that their profile has been deleted & encourage them to become members.</p>	<p>DZ: will send messages when profiles deleted</p>
<p>Website Revisions These are on KI's to-do list. The BOD is interested in having a summary of the analytics for their next meeting (Feb 12)</p>	<p>KI: will work on the revisions, and send a summary to this committee (WL to bring forward to BOD)</p>
<p>Kris' contract This has been renewed</p>	<p>None</p>
<p>Photo Gallery JB is working on it, progress is gradual.</p>	<p>JB: continue as time allows</p>

New Business	
<p>Artistic Expression</p> <p>Sculpture in Birmingham – “real family” (link in IFNA Practice, Research & Education news) prompted idea of having a contest, award or process for an exhibit at the conference. Theme “family health/healing”. Would need to be something portable. Perhaps a web gallery? Silent auction items?</p>	<p>WL will write up a description for our review</p> <p>WS will forward artistic expressions assignment/info from her colleagues to WL</p>
<p>Conference preparation</p> <p>DZ in process of opening registration – rates now on website. Note that VAT might be eligible for refund.</p> <p>Abstract decisions expected early February.</p>	<p>Nothing at present: if abstracts are accepted, we will have work to do!</p>
<p>Next Meeting:</p> <p>The next Communications Committee meeting will be February 12, 2015 through Go To Meeting.</p>	<p>DZ: Set up Go to Meeting for Feb 12, 2015</p>

