

**Minutes**  
**IFNA Communications Committee Meeting**  
**August 6, 2014**

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

**Announcements:** Wilma Schroeder has agreed to serve as co-chair of the IFNA Communications Committee with Janice Bell.

<b>Agenda Item</b>	<b>Action</b>
<p><b>Website maintenance and time use:</b>            Kris reported on her work on the website in the new contract period since March 2014, noting that a majority of the time spent in April, May and June (13.75 hours) were spent working on migrating from our old host (Host Centric) to our new host (Blue Host) and resolving issues related to this migration. Of the 39.5 hours available in her contract in March 2014, 15 hours now remain. Kris estimates this time will likely take us through about November or December.</p>	<p>No action at this time.</p> <p>Future action: request to BoD for additional funds for web maintenance in November or December 2014 (when hours are depleted).</p>
<p><b>Website traffic:</b>            Kris reported web traffic patterns based on Google analytics, comparing 2013 and 2014 stats for May through July (see table). Visit numbers are down compared to this time in 2013 but this is expected given that 2013 was a conference year. Notable trends: In the past month, the top page hits were Practice Models (22%), 2015 Conference (15%), Home page (13%), Call for abstracts (2%) and the News Item regarding member J. Honda (2%). This is the first time a news item has been in the top five page hits, suggesting a positive outcome of the IFNA News feature and links back to the website. We anticipate a significant increase in traffic related to the 2015 conference with the call for abstracts in the next months. Deb is working on updating the conference pages in anticipation of this.</p>	<p><b>KI:</b> Continue Google Analytics with report to Committee next month.</p> <p><b>DZ:</b> Report next meeting on data re: activity linking from Constant Contact messages to the IFNA website</p> <p><b>DZ:</b> Continue 2015 Conference Page updates</p>
<p><b>Tracking “followers” of the RSS feed:</b>            The May Newsletter provided information about how members can follow INFA News using the RSS feed. Janice asked if there is a way to track whether this resulted in new followers.</p>	<p><b>KI or DZ:</b> (Is there an answer to this question?)</p>
<p><b>IFNA Member Profile Campaign</b>            Wilma agreed to continue to lead the subcommittee with a goal of increasing the number of IFNA members with active profiles and increasing forum activity.            Kris posted a barometer on the IFNA website to track progress.            Deb will work with Janice to calculate current numbers and Kris will update the barometer manually on a regular basis.</p>	<p><b>WS:</b> Continue promoting IFNA member profiles and forum activity.</p> <p><b>DZ/JB/KI:</b> Update the barometer with the number of INFA members who have an active profile.</p>

<p><b>Member Profile Problem:</b> Kris identified a plug-in conflict resulting in problems with member access to profiles (BuddyPress plug-in conflicted with the Gallery plug-in). The committee agreed to de-activate the photo gallery temporarily to enable the profile plug-in to work. Kris will watch for an update to the plug-ins and re-instate the gallery ASAP. Kris temporarily fixed this issue during the meeting (de-activated the gallery to re-enable the profiles).</p>	<p><b>KI:</b> Resolve the plug-in conflict and/or identify a way to reinstate the photo gallery. <b>DZ/KI:</b> Post a note to the Gallery page indicating it is “under construction” and will be reinstated ASAP. <b>WL:</b> Follow up by email to member who reported the problem with profiles (SD)</p>
<p><b>IFNC 12 Conference Liaisons and website:</b> Wendy reported that the CPC and Conference Liaisons are gearing up for IFNC 12, requested more formal presence on IFNA website to facilitate liaison networking and visibility of liaisons to IFNA members. There was a question regarding how/whether liaisons will be assigned to regions or whether the liaison coordinators will be assigned to regions – Deb indicated she would ask at the CPC meeting Friday.</p>	<p><b>WL:</b> Create content for Home Page (link) and Conference Liaison Page <b>DZ:</b> Report to Committee any developments after Friday’s meeting with CPC</p>
<p><b>Other:</b> Janice requested an update on making images on IFNA accessible for dissemination on Pinterest Janice requested feedback and suggestions re: content/refinement of IFNA Newsletter design; Janice and DZ will continue to work on this between now and the next meeting</p>	<p><b>Deferred, KI</b> working on this <b>JB/DZ:</b> Updates at next meeting</p>
<p><b>Website updates/Other:</b> Wendy forwarded a request from the CPC to revise the announcement of the 2015 Conference on the home page (removing content about venue change, and making a more general announcement about the upcoming conference in Denmark) – Janice agreed to make this revision in wording.</p>	<p><b>JB:</b> Wording revised 8/6 (Done)</p>
<p><b>Committee Process:</b> Wendy suggested initiating a standard process in the committee for reporting minutes, modeling the Education Committee’s process on their committee page. Wendy agreed to take minutes for this meeting, and the committee will discuss establishing a process for taking and posting minutes at the next meeting.</p>	<p><b>WL:</b> Draft/send/revise August meeting minutes <b>JB/WS:</b> Add to agenda for September meeting</p>
<p><b>Next Meeting:</b> The next Communications Committee meeting will be Wednesday, September 10 at 12:00pm (noon) Eastern/11am Central/9am Eastern via Go To Meeting.</p>	<p><b>DZ:</b> Set up Go to Meeting for 9/10/2014</p>

Google Analytics Report for IFNA website (from KI)

<b>Year Over Year May - July 2014/2013</b>				
	<b>May 19 - June 18</b>		<b>June 19 - July 18</b>	
	<b>2014</b>	<b>2013</b>	<b>2014</b>	<b>2013</b>
<b>Visits</b>	1,439	2,633	1,534	1,908
<b>Unique Visitors</b>	1,180	1,723	1,271	1,381
<b>Pages/visit</b>	2.14	2.3	2.24	2.43
<b>Avg. visit duration</b>	2:01	2:11	2:08	2:14
<b>Bounce Rate</b>	64.84%	59.86%	68.06%	65.83%
<b>New Visits</b>	72.62%	62.70%	72.56%	63.89%
<b>Devices</b>				
<b>Desktop</b>	87%	90%	81%	86%
<b>Tablet/Phone</b>	13%	10%	19%	14%
<b>Top Pages</b>				
	Practice Models/25%	2013 Conference/24%	Practice Models/22%	Home Page/18%
	Home Page/15%	Home Page/20%	2015 Conference/15%	Practice Models/14%
	2015 Conference/14%	Practice Models/10%	Home Page/13%	2013 Conference/13%
	Family Nursing Conferences/2%	Webinar: CFAM/4%	Call for Abstracts/2%	Online Community Members/3%
	JFN/2%	2013 Conference/3%	News item: Dr. Junko Honda/2%	Webinar: CFAM/3%