

Minutes
IFNA Communications Committee Meeting

April 4, 2019

Present: J. Bell (Co-chair), J. Anderson, Paula Nersesian (liaison to Research Committee), W. Schroeder (Co-chair), Veronica Swallow (Board liaison). D. Zaparoni (IFNA office), D. Stewart (website manager)

Absent: T. Risling

Regrets:

Announcements:

Agenda Item	Action
Approval of Minutes of February 28, 2019	Approved
Reports and Updates	
<p>Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:</p> <p>a. Numerous IFNA and IFNC14 announcements are being circulated and disseminated. Debbie sent a comprehensive update about IFNC14 initiatives on April 1.</p> <p><u>IFNA Communications campaigns ongoing over the last month include:</u></p> <p>-IFNA 2019 Call for Nominations (deadline March 25, 2019): https://internationalfamilynursing.org/2018/02/01/call-for-nominations/</p> <p>-IFNC14 Call for Late Breaking Abstracts (deadline April 8, 2019): https://internationalfamilynursing.org/2016/07/18/call-for-abstracts-ifnc14/</p> <p>-IFNA Honor Families and Family Nurses fundraising program for IFNC14 (led by the IFNA Resource Advancement Committee) (deadline July 1, 2019): https://internationalfamilynursing.org/2018/02/01/call-for-nominations/</p> <p>-IFNC14 Social Media Toolkit (developed by Joel) https://internationalfamilynursing.org/2019/02/13/ifnc14-social-media-toolkit</p> <p>-IFNC14 Twitter Assignment/Learning Activity (developed by Joel) has been added to the IFNA website on the pulldown menu of the</p>	

IFNC14 page. <https://internationalfamilynursing.org/wordpress/wp-content/uploads/2019/03/IFNC14-Twitter-Assignment-022819.pdf>.

-2019 IFNA Awards: 2019 IFNA Awards nominees and recipients have been posted on the IFNA website. (Helped the IFNA Awards Committee co-chairs develop the decision letters.) Next step is to create a new page to feature the 2019 IFNA Award recipients and their nomination info. <https://internationalfamilynursing.org/ifna-membership/international-family-nursing-association-awards/>.

-The IFNA Membership Committee is in the process of **developing several videos for IFNA membership recruitment**. Once these are developed, vetted, and uploaded to the IFNA YouTube channel, the IFNA Communications Committee will promote and disseminate these videos.

-IFNA Resource Advancement Committee has developed **two IFNA promotional flyers in English and Portuguese** that promote the mission of IFNA and request sponsorship of IFNC14: <https://internationalfamilynursing.org/2016/02/18/resource-advancement-committee/>.

b. Debbie to provide update re: dissemination of the “presenter” badge (wording revised from speaker to presenter at the request of the IFNA BOD).

c. Wilma continues to lead the development of the Guidebook app for IFNC14.

d. Meeting with Damien, Wilma, and Joel re: contract renewal for web manager. New contract has been sent to BOD for approval.

e. IFNA March 2019 Newsletter was NOT sent. The news items scheduled for March will be carried over to the IFNA April 2019 Newsletter. IFNA Research news recruitment led by Paula is going very smoothly. IFNA Practice and Education Committees continue to be very slow to generate news (meeting is booked for April 10 to meet with IFNA Practice news team)

f. Updated the list of publications related to IFNA Position Statements Dissemination website page. IFNA Practice Committee has generated a process for involvement of committee members in this project which is still being launched some 9 months later. IFNA Education Committee still needs to be brought on board to collect and monitor dissemination.

g. Problem with Twitter bot solved by Damien.

DZ & WS to make arrangements for someone to do real-time updates to Guidebook during IFNC14

DZ will follow up to ensure bot did not affect an actual IFNA member

<p>h. Contributed updates and new content to IFNA Twitter and LinkedIn. Need more “hands on deck” to tweet key IFNA and IFNC14 messages.</p> <ul style="list-style-type: none"> • Could someone from the office tweet conference info? • Perhaps ask each standing committee to designate someone as “social media liaison” <p>i. Hard copy of current IFNA membership sent by Debbie. Very helpful resource.</p>	<p>JA & WS to schedule more tweets. JMB to follow up with committees.</p>
<p>2. Update from IFNA BOD – Veronica</p> <ul style="list-style-type: none"> • BOD has been made aware of YouTube process • Financial status is healthy 	
<p>3. Report from Debbie</p> <ul style="list-style-type: none"> • IFNC14 News Updates - discussion about the need for communication so that overlap does not occur between IFNA Newsletter and IFNC14 Updates. • IFNC14 Presenter Badge-dissemination update (distribution to accepted papers, posters, the presenters of Expert Lectures, Pre-Conference Workshops) – letter being sent out in the next few weeks • Bylaws were reviewed by BOD and recommendations for changes made • Slate of nominated candidates for BOD will be out next week 	
<p>4. Report from Damien - IFNA website metrics</p> <p>Numbers look similar to last month; everything is way up Metrics to be sent out to entire committee prior to meetings</p>	
<p>Business Arising/ Developments Between Meetings</p>	
<p>a. Report and update to add a subscribe here button to the IFNA website so that non-IFNA members can access IFNA newsletter. Goal to increase reach from 400 to 25,000. 13 people have signed up last month.</p> <p>b. Spotlight initiative discussed in November 2018 meeting.</p> <ul style="list-style-type: none"> • 30-second video interviews of IFNA members 	<p>DS will add a pop-up form inviting people to subscribe. Will also compare number of new website users to number of subscriptions</p> <p>PN will coordinate Spotlight once this semester is over.</p>

New Business	
<p>a. Initiative to recognize members who have died. Can IFNA office identify members who have died and include their photos in the opening slides? How else can we learn about these members?</p> <p>b. Opening slides for IFNC14 – what kind of content can we generate for these? – deferred to next meeting.</p>	<p>DZ can send a request via Constant Contact</p>
Review/Feedback re: meeting process	

Next meeting, June 6, 2019 at 12:00-1:30 pm Eastern Daylight time

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