

Minutes
IFNA Communications Committee Meeting

June 6, 2019

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

Absent:

Regrets:

Announcements:

Agenda Item	Action
Approval of Minutes of April 4, 2019	Approved WS will post on website
Reports and Updates	
<p>Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:</p> <p>a. Dissemination of Presenter Badge by Debbie. Uptake by IFNA members?</p> <p>b. Wilma is developing Guidebook for IFNC14 - decision about who will be doing last minute refinements as Wilma will not be attending IFNC14.</p> <p>c. Wilma and Janice reviewed promotional videos developed by IFNA Membership Committee and provided feedback for refinements.</p> <p>d. Janice met with Damien to discuss re: creation of a photo gallery for each of the previous conferences, including IFNC13; possibilities for hiring a social media manager.</p> <p>e. IFNA March, April, and May Newsletters were NOT sent by Janice. IFNC14 News updates were sent by Debbie to IFNA members in March and April.</p> <p>f. Janice met with members of IFNA Practice Committee on April 10 to discuss recruitment of IFNA Practice news.</p>	

<p>g. Janice updated list of publications related to IFNA Position Statements. IFNA Practice sub-committee responsible for this task has been deliberating process for the past year but still no visible action.</p> <p>h. Wilma has contributed the bulk of IFNA twitter content over the past 3 months.</p> <p>i. Guest blog post written by Dr. Barry Jacob recruited by Janice for reposting on IFNA Blog from Collaborative Family Healthcare Association (CFHA). NCFR and CFHA Conferences are featured in our list of Family Conferences. Janice asked if IFNA information might be cross posted on CFHA website. Decision still pending.</p> <p>j. List of possible content for IFNC14 promotional slides developed by Janice and sent to Debbie on April 4 following our last meeting. When will these slides be available for review?</p> <p>k. Updated content on homepage of the IFNA website and subsequently had a conversation with Damien and Debbie re: making the homepage of the IFNA website easier to edit/add/delete entries</p>	
<p>2. Update from IFNA BOD – Veronica</p> <ul style="list-style-type: none"> • Location of next conference not yet determined • Summary of May board meeting previously circulated and can be viewed at https://internationalfamilynursing.org/association-information/leadership/board-of-directors/ 	
<p>3. Report from Debbie</p> <ul style="list-style-type: none"> • Registrations just around 200 at present, deadline is next Friday. This is not that unusual, expecting to see an uptick soon and still hoping to get close to 500. 	
<p>4. Report from Damien - IFNA website metrics</p> <ul style="list-style-type: none"> • Newsletter signup form ready to be launched online • Google analytics – everything looks good (see details attached) • Large percentage increase in users from other countries – Japan, Nigeria. Only decrease was from Australia and Italy. • Next priority is rebuilding homepage as a page we can edit 	
<p>New Business</p>	
<p>Identify all priority communication and tasks for IFNC14:</p> <ul style="list-style-type: none"> • Promotional slides – Debbie: Not done yet. 	<p>Target date for slides mid-July – DZ to do or delegate in office.</p>

<ul style="list-style-type: none"> • Spotlight initiative – Paula has this on her to-do list. • Guidebook – Wilma is doing this as information comes in. Wilma will not be at IFNC14 so need someone to do updates during conference Joel will do it if no one else available. • Promotion of IFNC14 Twitter assignment and Social Media Tool kit • Promotion of all IFNC14 initiatives including: Honor Families and Family Nurses Program, Registration, Travel and Hotel, Pre-Conference Workshops, Expert Lectures, Keynote Addresses. • Social media manager – we have reached a point where this is needed. We would provide content but need someone who can manage the various channels we have. This will be a priority issue to revisit after IFNC14. • Co-chair role: Wilma would like to pass this on to someone else as she is away in remote areas so much now. She will stay on the committee but we will need a new co-chair after IFNC14. 	<p>Everyone to check list of slides & let JMB know if any additions.</p> <p>WS and DZ to come up with a plan for last minute updates to Guidebook at the conference – WS will ask Wendy Looman if she can do it</p> <p>JA will do pre-scheduled tweets on Hootsuite. DZ will see if someone in the office could schedule tweets.</p>
Review/Feedback re: meeting process	

Next meeting will be at IFNC14 – see conference schedule for date and time.

First meeting after the conference will be Sept 26, 2019 at 12:00-1:30 pm Eastern Daylight time

Find your time zone with <https://www.timeanddate.com/worldclock/converter.html>

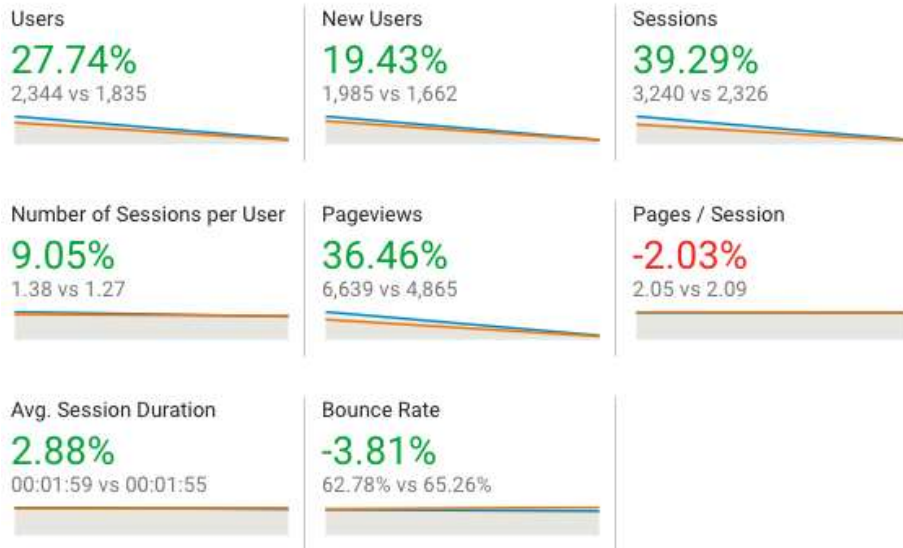
Google Analytics Report from Damien:

This month has once again seen increases across the board for traffic to the IFNA website. Comparing the period of May 6th to June 4th from 2019 to 2018 has seen increases in all categories.

Website users are up 27.74%, the website has seen 2,344 unique visitors, compared to the 1,835 users we saw in 2018. New visitors are up 19.43%, meaning users that haven't visited the site before. The number of new users is 1,985 vs 1,662 in 2018.

The IFNA website served 6,639 pages in the past month compared to the 4,865 pages that were served last year. That's a 36.46% increase, very good!

Here is an infographic with more stats:



I'm also seeing some interesting international statistics:

Users from the US are up 58%, 1,065 users vs 673 last year.

Users from Japan are up 40.85%, 100 users vs 71 last year.

Users from Brazil are up 100%, 64 users vs 32 last year.

Users from Nigeria are up 122%, 51 users vs 23 last year.

Users from Taiwan are up 255%, 39 users vs 11 last year.