

<p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: Jan 16, 2020</p> <p>Time: 12 noon to 1:30 pm Eastern Daylight Time</p>	<p>IFNA Communications Meeting</p> <p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/202249366</p> <p>You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)</p> <p>United States: +1 (213) 493-0014 - One-touch: tel:+12134930014.202249366#</p> <p>Access Code: 202-249-366</p> <p>More phone numbers: (For supported devices, tap a one-touch number below to join instantly.)</p> <p>Canada: +1 (647) 497-9373 - One-touch: tel:+16474979373.202249366#</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/202249366</p>
--	---

The Mission of the International Family Nursing Association (IFNA) is to Transform Family Health by:

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and,
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

Terms of Reference (2018)

Attendees:	Janice Bell, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Wendy Looman, Damien Stewart, and Wilma Schroeder
Unable to Attend:	Tracie Risling,
Guests:	None
Minutes compiled by:	Paula Nersesian (through BOD summary) & Wilma Schroeder

Agenda Topic:	Approval of minutes Completed by consensus
---------------	---

Agenda Topic:	IFNA Communications Committee activities/decisions since last meeting
---------------	---

	<p>a. A more robust presence continues on IFNA Twitter, thanks to the shared schedule (Wilma, Joel, Wendy, and Janice are participating in this shared responsibility): https://twitter.com/IFNAorg</p> <p>b. Janice developed several IFNA news posts for the IFNA website and updates to the IFNA LinkedIn channel: https://www.linkedin.com/groups/6664854/</p> <p>c. IFNA President, Sonja Meiers' "Holiday Message" was posted to the IFNA homepage through the holiday season.</p> <p>d. Tweet developed to acknowledge fires in Australia and show support of IFNA colleagues in Australia.</p> <p>e. Plans are underway for Janice to work with Damien to enhance and add to the Conference Photo Gallery: IFNC1 to IFNC14 (new photos have recently been retrieved for this project)</p> <p>f. No new IFNA Blog Posts have been developed since our last meeting.</p> <p>g. No IFNA Newsletter has been sent since February 2019.</p> <p>h. Several promotional tweets and LinkedIn messages were sent about IFNA webinar offered on January 14, 2020.</p> <p>i. Collaborative work with the Research Committee continues to be in progress to refine and upload the extensive research bibliographies on the IFNA website which have been updated by Dr. Kathy Knafel.</p>
Discussion:	
Follow up:	N/A
Deadline:	

Agenda Topic:	<p>Reports: Debbie</p> <p>Webinar this week on simulation was successful and well-attended by global community.</p> <p>Next webinar is March 19 on "Teaching Family Nursing to Psychiatric Nursing Students"</p>
Discussion:	
Follow up:	N/A
Deadline:	

Agenda Topic:	<p>Reports: IFNA BOD – Wendy</p> <p>Marie Louise Luttik and Barbara Voltelen conducted a family health workshop in North Carolina, and may have some photos (shared as a news item).</p> <p>Also, planning for a workshop at Children's National in Washington, DC in spring 2020 underway. Kathy is contact for more information on this.</p> <p>Strategic planning underway. Meeting planned for next week with Co-chairs.</p> <p>Education: Two family-focused webinars noted: Webinar was held this week on simulation. March: psychiatric nursing with families.</p> <p>Membership: The membership committee aims to create a virtual forum geared toward graduate students to generate interest in IFNA and family nursing, with a goal of growing and sustaining membership.</p>
Discussion:	Janice noted that a distinction needs to be made between promoting conferences through IFNA if the conference is not sponsored by IFNA.

Follow up:	N/A

Agenda Topic:	Reports: Damien
Discussion:	<ul style="list-style-type: none"> Analytics are posted on IFNA website under Reach Statistics 2019. https://internationalfamilynursing.org/2020/01/15/international-family-nursing-association-ifna-reach-statistics-2019/ Can't get historical data from Twitter for a year now, also the hashtag is a paid Will follow up with a social media manager. 2019 has been the biggest year for the website, however the last month has seen a slowdown. Compared to same time last year, the number of users is still up. New users is also up from the previous period. Users from Hong Kong are up. Need more info to get newsletter pop-up going. JMB noted that there has been no newsletter since Nov. 2019. DZ states there have been signups to the newsletter via Wild Apricot.
Follow up:	DS and JMB to talk about pop-up and other website updates

Agenda Topic:	Old Business:
Discussion:	<ul style="list-style-type: none"> New Co-chair: JA will take on co-chair role once another responsibility is ended in Sept. IFNC14 Twitter Assignment: JA is following up on. Newsletter: possibly change to bimonthly or quarterly with alternating traditional newsletter with a "quick hits" list of links that might interest members. Request from Eric re mentoring page: committee is still looking at how to do this and will pitch any ideas to us before taking action Draft #1 of a Position Statement on Planetary Health and Family Health is currently under initial review by key stakeholders, including IFNA standing committee co-chairs. Pending member feedback and board approval, the goal is to release a final draft on Earth Day in collaboration with the Communications Committee.
Follow up:	As noted above. The <i>ad hoc</i> committee drafting this position statement will be seeking collaboration with the Communications Committee to develop a dissemination plan for the final version, with initial release on April 22 and further dissemination via the website and other channels. Time on the March and April CC agendas for this would be helpful.
Deadline:	

Agenda Topic:	New Business:
Discussion:	<ul style="list-style-type: none"> IFNA strategic plan: feedback requested on whether metrics are still relevant, what are high level priorities, where things are going well and what gaps there are. Be forward-thinking about where IFNA should be going and how to get there. e.g.: <ul style="list-style-type: none"> Goal 4 points 1-3 can be an area of growth and still relevant. Goal 3 needs a metric specific to dissemination of position statement

	<ul style="list-style-type: none"> ○ Need something relevant to all members being more social media savvy and engaged. ● IFNA communications plan for 2021– JA willing to take the lead on this
Follow up:	Please send any additional comments or feedback on the goals that are specific to communications committee by February 3 so that Wendy can share these with the Board at the next meeting. For example, is the committee in agreement with the Board's evaluation of the level of achievement for those goals?
Deadline:	February 3

Agenda Topic:	<p>Future Meetings.</p> <p>Decision to hold IFNA Communications Committee meetings on the 3rd Thursday of the month.</p> <p>Meeting schedule for 2020:</p> <p>February 20, 2020 12 noon-1:30 pm Eastern Standard time</p> <p>March 19, 2020 12 noon-1:30 pm Eastern Daylight time</p> <p>April 16, 2020 12 noon-1:30 pm Eastern Daylight time</p> <p>No meetings May 2020; June 2020; July 2020; August 2020</p> <p>September 2020-meeting time TBA</p>
---------------	---