

<p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: Feb 18, 2021</p> <p>Time: 5 pm Eastern Standard 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>
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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, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Wendy Looman, Junko Honda
Unable to Attend:	Joel Anderson, Damien Stewart
Guests:	
Minutes compiled by:	Michelle Franklin

Agenda Topic:	Approval of minutes Completed by consensus
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Agenda Topic:	Activities of Communications Committee since last meeting on Jan 21, 2021
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Discussion:	<ol style="list-style-type: none"> 1. Prioritized promotion of IFNC15 through all IFNA social media channels: IFNA website, Twitter, and LinkedIn. 2. From January 21, 2021 - February 16, 2021 40 new tweets and 29 LinkedIn messages were posted about IFNC15, IFNA member news, and IFNA resources. 3. One new IFNA Student Engagement Group member post has been added to the IFNA website. 4. IFNC15 influencers have been tracked on Sympplr and showcased in 2 IFNA tweets. 5. Joel and Janice met with IFNC15 Conference Planning Committee on January 26, 2021 to discuss continued promotion of the virtual IFNC15. The development of an IFNC15 Social Media toolkit and IFNC15 Infographic have now been completed. In addition, the Resource Advancement Committee has also developed an infographic that is being used to promote IFNC15. 6. Joel, Janice, and Damien submitted a proposal on January 29, 2021 for special IFNA funding to update the IFNA website. 7. Joel and Janice met with Simon Stones to discuss IFNA UK/Ireland Chapter website on February 3, 2021 to discuss collaboration between two IFNA websites. 8. Citation data to IFNA Position Statements has been collated and updated: <ul style="list-style-type: none"> • Position Statement on Pre-Licensure Education: 17 • Position Statement on Graduate Education: 7 • Position Statement on Generalist Practice: 72 • Position Statement on Advanced Practice: 46 • Position Statement on Planetary Health and Family Health: 2 9. IFNA website Family Conference page has been updated re: 3 future virtual and in person conferences. 10. NEW Blog post by IFNA President, Dr. Sonja Meiers on IFNA Strategic Plan has been uploaded to IFNA website. 11. NEW updated bibliography of family nursing/family health publications by IFNA Australia/New Zealand chapter members was uploaded to IFNA website.
Follow up:	N/A
Deadline:	

Agenda Topic:	Report from IFNA BOD – Junko Honda (IFNA BOD liaison to the IFNA Communications Committee).
Discussion:	<ul style="list-style-type: none"> • March 16-17 networking event planned. Networking event is free to attend. • This committee to promote on social media. Fine for non-members to join so intended to share more widely. • Discussed concern expressed that individuals may join with the intent of being disruptive (e.g, “zoom bombing”). The process, already in place that people must register and answer questions in order to attend should help reduce this risk. Debbie agrees to review the registration list to monitor for potential concerns. • IFNA financially stable. • The IFNA Strategic Plan 2020-2025 has been approved: https://internationalfamilynursing.org/2017/06/01/strategic-plan-2020-2025/
Follow up:	<ul style="list-style-type: none"> •

Deadline:	
Agenda Topic:	Report from IFNA Office – Debbie Zaparoni
Discussion:	<ul style="list-style-type: none"> • Improved revenue with IFNA. This is largely due to the increase in membership as membership is required to present at the IFNC15 conference. • 125 people have currently registered for conference. • IFNA foundation call for student scholarships closed this week on Monday Feb 15th. • Late breaking abstract call has been announced. Deadline for submissions March 1st. • Call for nominations out for the IFNA Board of Directors and the Nominating Committee. Deadline is Monday March 22, 2021. • Two events are planned for next week to share event platform that will be used for IFNC15. • Prioritize messaging around the networking event and conference
Follow up:	<ul style="list-style-type: none"> •
Deadline:	
Agenda Topic:	Brief report from Demien Re: IFNA reach statistics – Janice provides as he is out of office
Discussion:	<ul style="list-style-type: none"> • Applied for special projects funding. Proposal to update website.
Follow up:	<ul style="list-style-type: none"> •
Deadline:	
Agenda Topic:	Old business – IFNC Photo Gallery Project– Janice Bell
Discussion:	<ul style="list-style-type: none"> • This is in progress
Follow up:	<ul style="list-style-type: none"> • Janice continues to lead this project
Deadline:	
Agenda Topic:	Old business – Recruitment of IFNA member news and Research Committee: Janice Bell, Paula Nersesian
Discussion:	<ul style="list-style-type: none"> • Currently one post request has been made and is in process for IFNA news post. • 6-10 new posts have been made and shared.
Follow up:	
Deadline:	
Agenda Topic:	Old business – Research Committee: Paula Nersesian
Discussion:	<ul style="list-style-type: none"> • Research committee inquiring if it is time to promote the pre-conference workshops. Discussed strategies for promoting these workshops. • Eric Hodges has inquired about new fields being added to membership profiles on website to help facilitate connections between members. Is there is way to add search terms/ key areas of research to help people connect. Encouraged Eric to discuss logistics further with Debbie. Could potentially have this ready to share at

	Conference so members know this could be accessed and would know to enter the portal and update.
Follow up:	
Deadline:	

Agenda Topic:	Old business – IFNA Student Engagement Group update: Michelle Franklin
Discussion:	<ul style="list-style-type: none"> • Have submitted one IFNA members news post since last meeting. • Have sent out four more student member requests. Three international and one for US based student. • Last student engagement meeting was Feb 11th. • Next student engagement meeting is April 13th. • Want to ensure this group knows they are valued by this organization.
Follow up:	<ul style="list-style-type: none"> • Michelle inquiring about updated IFNA Student Engagement Group member list
Deadline:	

Agenda Topic:	Old business – Policy Statement re: use of IFNA logo update: Debbie Zaparoni/Junko Honda
Discussion:	<ul style="list-style-type: none"> • No update. Was not discussed in the last BOD meeting.
Follow up:	
Deadline:	

Agenda Topic:	Old business – Renewal of Damien’s contract for 2021-2022
Discussion:	<ul style="list-style-type: none"> • Scheduled to happen in the next month.
Follow up:	
Deadline:	

Agenda Topic:	New business – Continue to promote IFNC15 widely through all of the IFNA social media channels
Discussion:	<ul style="list-style-type: none"> • Keep this front and center in our priorities over the next 3 months.
Follow up:	
Deadline:	

Agenda Topic:	New business – Continue to find ways for greater collaboration with IFNA UK/Ireland chapter: IFNA news
Discussion:	<ul style="list-style-type: none"> • Strong desire to collaborate

	<ul style="list-style-type: none">• Cross posting Twitter content. Members to continue to promote UK Ireland chapter website.• Twitter chat re: Planetary Health/Family Health in April. No date set yet. Targeting near April 22 Earth Day. In the planning stage. Hosted by Simon Stones.
Follow up:	
Deadline:	

Agenda Topic:	Future Meetings: March 18, 2021: Time: 5 pm Eastern Standard Time.
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