**Minutes**

**IFNA Communications Committee Meeting**

**February 25, 2016**

**Present:** J. Bell (Co-chair), W. Schroeder (Co-chair), W. Looman (Board Liaison), K. Isaacson (Web design), J. Anderson (guest)

**Announcements:** none

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| **Agenda Item** | **Action** |
| **Approval of Minutes from January 22, 2016 meeting** | Approved |
| **Update re: web design – Kris**  a. Report re: IFNA website metrics - update from Kris  Tweet Reach: @IFNAorg estimated reach 2100 accounts. JB is leading contributor. Biggest number of RT’s were about position statements & refugee families  Proposal that all our committee members be able to tweet under @IFNAorg  b. Kris' contract hours update and Responsive Design Proposal – contract hours at 6.5 currently  need two proposals for BOD – one to extend contract and one for the Responsive Design Theme (RD)  - RD contains code that will detect the size of the screen it is being viewed on and adapts to the device – makes it work better on phones and tablets.  - Easiest and cheapest option is Option A and dropping the forums which are under-utilized (no additional Buddy Press). We recommend this: KI could start on it in May.  c. Trouble-shooting required: IFNA membership profiles - update from Kris  - keeping profiles allows us to have pages only visible to members  - KI proposes shortening the actual registration, then the profile can be completed separately. Current profiles will note be changed, only the initial registration page.  - possibility of members-only section deferred.  d. Summary of all recent changes made to IFNA website and plan to include a “landing page" - update from Kris  - in place of forum, could have a “landing page” that identifies all our social media  e. Newsletter re-design - update from Kris  - committee likes most recent example. It will fit with Constant Contact and would be mobile-friendly.  f.  Other | JB will send access info for @IFNAorg to committee  KI will revise proposal for RD for BOD.  WL & DZ will take proposals forward. Re: contract hours, we will recommend the 30 hours.    Updates have been done.  KI will shorten registration page  KI will do this  KI & DZ to go forward with this template, to approach Constant Contact with it. |
| **4. Update from IFNA BOD** - Wendy  a. Strategic Plan Survey questions - update and refinements from Wendy  - there is more time to look at the questions if we wish  - question: what would it take for our members to engage in more 2-way interaction with IFNA, not just email. What can they imagine re: this?  b. WL’s term on BOD is ending in June | Everyone think of what & how to ask – tell WL  WS will put her name forward |
| **5. New Developments re: IFNA operations and website that may relate to the IFNA Communications Committee** - Debbie  a. Housing minutes on the IFNA website: IFNA BOD and Standing Committees - update from Debbie  b. Housing Standing Committee Terms of Reference on the IFNA website: update from Debbie  c. IFNC13 content on website - update from Debbie  (issue re: consistency of branding of IFNC)  d. Other | DZ will be posting minutes on the website. Terms of Reference will be posted once they are all approved.  IFNC13 brochure cover has been finalized. DZ expects that info will start going on the website in the next 2 weeks. |
| **6. Business Arising from Previous Meetings/Developments between meetings**  a. Manuscript development from IFNC12 presentations - update from Wilma, Wendy, and Kris  b. IFNA Website Gatekeeping Responsibilities Document developed and circulated to co-chairs of IFNA Standing Committees and update re: meeting with Standing Committees - update from Janice re: Research Committee     c. Dissemination of two IFNA Position Statements - BOD approved dissemination plan December 10, 2015.  Plan of action? - update from Janice  -Translations are up, branded and as consistent as possible.  d. IFNA Youtube channel - update from Wilma  - DZ has created a folder on Hightail for us, we will have a subfolder in it for video consents  e. February 2016 Newsletter - update from Janice  f. Conference Photo Gallery - update from Janice  - nothing to report  g. IFNA social media: Twitter, LinkedIn group - update from Janice  h. Other agenda items? | Still aiming for end of March  JB will forward this info to our committee. Meeting is on March 22.  Everyone to send these out as widely as possible, continue to think of ways to promote these.  WS will follow up with Sonia Meiers re: her videos  Newsletter is in progress |
| **7. NEW Business**  a. IFNA Blog posts -  update from Joel  - proposal accepted & agreement that JA should have access to website for posting & editing  b. Webinar about Twitter chats – how-to | JA to go ahead as blog editor, work with KI on design  KI will set up a place for it on the site  WS & JA |
| **New Business** |  |
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**Next meeting April 1, 2016 at 12:00-1:30 pm Eastern time**