**Minutes**

**IFNA Communications Committee Meeting**

**February 9, 2018**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), J. Anderson, Veronica Swallow (Board liaison), T. Risling, D. Zaparoni

**Regrets**:

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Jan 16, 2018** | Approved  |
| Business Arising |  |
| **1.Urgent Priority Business**a. IFNA Communications PlanDiscussion: * Quantify goals e.g. “increase website traffic by how much?” Make comparisons such as IFNC13 vs IFNC14.
* Link strategies to specific goals – which actions promote which goal?
* Desire to expand our reach to related organizations e.g. ICN
* Metrics & analysis – rather than just numbers, need deeper understanding of the interaction of the message with the community.
* Campaigns – tweet for a period of time on a particular message then measure it.
* Can country liaisons be involved as IFNA champions – we could develop social media toolkits for them. Assign each a month, track it, and give out a social media award at the conference.
* Derek Risling can still be available to us as we develop and implement the plan.

b. Obtaining BOD approval for web manager contract* We would like to increase contract from $1500 to $2000
* Final interview will be on Monday Feb. 12 and we will notify VS of the hiring decision
* Next BOD is Thursday March 8

**2. Update on Committee Activities: Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:** a. IFNA January 2017 Newsletter developed and distributedb. #IFNC14 conference hashtag registered with the Healthcare Hashtag Projectc. Terms of Reference for IFNA Communications Committee submitted to IFNA BODd. Contributed updated content to IFNA LinkedIn and Twitter accountse. Recruited 3 new candidates for the vacant IFNA web manager position and interview times confirmedf. Uploaded new Chinese translations of IFNA Position Statement for Pre-Licensure Family Nursing Educationg.  Uploaded new Spanish translation of IFNA Position Statement for Advanced Practice Competencies in Family Nursingh. Email sent to Simon Stones re: invited consultation/involvement with IFNA Communications Committee  | **JMB &VS** will relay social media competition idea to country liaison meeting **Everyone** provide feedback on draft of plan to JMBWe will continue collaboration & consultation with Derek **VS** will take our recommendation to the BOD |
| **3. Update from IFNA BOD - Veronica**1. Nothing to report
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| **4. Report from Debbie**a. IFNAMeasurement Survey results uploadedb. IFNC14: website updates being done. Planning going forward, graphic design done, bookmarks created. Some IFNA members took IFNA materials to the Groningen conferencec. Responsive Design meeting on Monday, Feb 12d. Nominations under waye. Deb is making other updates & fixes to website  |   |
| **5. Business Arising from Previous Meetings/Developments Between Meetings**  a.Derek Risling provided template and trigger questions for IFNA Communications Strategy -  1st draft document for discussion b. Prepare IFNA Statement for Graduate Family Nursing Education for dissemination - draft sent to graphic designerc. Plan for development of infographic for 2 IFNA Position Statements - one old/one newd. Invite consultation/involvement of Simon Stones: [https://simonstones.com](https://simonstones.com/) (see point 2g above)e. Planned consultation with IFNA Research Committee on February 27, 2018 | a. See 1a aboveRemainder of items deferred |
| **New Business** |  |
| a. Identify priority issues to be addressed by the new IFNA web manager | deferred |

**Next meeting, March 16, 2018 at 12:00-1:30 pm Eastern Daylight time**

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