**Minutes**

**IFNA Communications Committee Meeting**

**January 22, 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 November 18, 2015 meeting** | Approved  |
| **Review IFNA Communications Committee Terms of Reference*** Emphasis on social media noted. Discussion of how to engage IFNA members more and possible platforms for increasing effectiveness, reach, and consistency of #familynursing messages.
* Ideas - regular Twitter chats; apps such as Hootsuite or TweetDeck
 | All members to consider ideasJA and WS volunteered to lead future IFNA Twitter chats |
| **Update re: web design - Kris**a. Report re: IFNA website metrics – none this monthb. Kris' contract hours update and estimate to make IFNA website more mobile friendly * 16 contract hours remaining.
* New proposal needed by beginning of March

d. Summary of all recent changes made to IFNA website – just some minor formattinge. Review and feedback re: new proposed Newsletter design (see email from Kris: November 27, 2015 for revised design)* Discussion of how newsletter could be more dynamic while being professional – limited somewhat by required size. If we include pictures in the template, then we also have to find pictures
 | KI to provide report describing news of difference in metricsKI will keep working on newsletter design; JB to send a couple of examples Everyone to keep an eye out for sample Newsletters  |
| **Update from IFNA BOD - Wendy**a. See IFNA BOD approval (December 10, 2015) for IFNA Position Statements Dissemination Plan (final document with revisions attached)b. Other – IFNC13 plans are in progress   | See Business Arising item c |
| **New Developments re: IFNA operations and website** t**hat may relate to the IFNA Communications Committee - Debbie**a. Housing minutes on the IFNA website: IFNA BOD and Standing Committees | No report: Deferred  |
| **Business Arising**  |  |
| a. Progress report re: converting IFNC12 papers into manuscript for *Journal of Family Nursing* Call for Papers - Deadline January 15, 2016* one manuscript has been received
* co-authorship may be possible

b. IFNA Website Gatekeeping Responsibilities Document developed and circulated to co-chairs of IFNA Standing Committees and update re: meeting with Standing Committees* meetings have been held with Education and Practice Committees to solicit their help in generating news items for website and Newsletter. Still need to meet with the Research Committee (Comment to Wilma—please help me format this better)
* issue appears to be lack of knowledge of the international network leading to people not finding/reporting family nursing news items

c. Dissemination of two IFNA Position Statements - BOD approved dissemination plan December 10, 2015 (see attached).* Plan has been circulated to the IFNA Standing Committees: Practice, Research, and Education
* Plan of action: make these Position Statements focused areas for Twitter chats. Webinar on curriculum evaluation using IFNA competencies will be recorded & posted on website – link can be tweeted, webinar can be added to the IFNA YouTube channel.
* Process of dissemination of Position Statements is indicated but no accountabilities; can this be a regular agenda item at BOD for a while to encourage BOD members to become active in dissemination?

d. IFNA Youtube - Wilma. Review Creating a Video document and revisit permission from Sharon Denham to transfer materials to YouTube channel* Document approved

e. Update from BOD re: Timeline for strategic plan survey? - Wendy. Discussion re: Items related to IFNA * timeline not yet known

Communications to be included in future IFNA survey - what do we want most to know?f.  New initiative: Family Nursing Blog posts on IFNA website – Wendy* develop plan to recruit bloggers

perhaps begin by using some existing content with permission e.g. a blog by Janice or Lorraine Wright. Would include link back to the person’s individual blog. Another idea would be to begin with blog post about “Hot tips for developing a blog post” or “Why blog?” * strategically identify some people, schedule & offer support, pilot for one year
* see Collaborative Family Healthcare Association blog as an example
* where to place it; possible Keep community profile page with links to our social media channels & blog, drop the discussions

g. January 2016 Newsletter - Janice * will be out shortly

h. Conference Photo Gallery – Janice* no news to report
 | Everyone to aim for end of March to submit manuscriptsJB will send out the submitted paper for reviewJB to arrange meeting with the Research CommitteeWS to work with DZ to get video files of webinars for YouTube channel WL will follow-up with President & BOD re: dissemination efforts Possibly DZ to keep note of the major organizations and health care leaders who have been contacted and sent the IFNA Position Statements. WS will send out the video document on listserv and to specific people who expressed interestWL will follow up with BOD re timelineJA will develop a strategy for the new IFNA blog postsKI to look into where blogs would be best placed on website |
| **New Business** |  |
| a. Involving Joel in committee responsibilities* JA is interested in blog, Twitter chat, how social media is used in general, also promoting IFNA with gerontology community
 | JA is welcomed as a member of this committee. Will connect with WS re: Twitter chats & WL re blog |

**Next meeting Friday February 26 at 1200 noon Eastern**