**Minutes**

**IFNA Communications Committee Meeting**

**January 27, 2017**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), K. Isaacson (Web designer), J. Anderson, W. Looman, Veronica Swallow (Board liaison)

**Regrets**:

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Dec. 2, 2016**  | Approved  |
| Business Arising |  |
| **1. Update re: web design and metrics: Kris**a. Update: Responsive Design and linking IFNA Member Profiles to Wild Apricot system – no progress to report as time needed for setting up conference hotel links. It is close to being done, main thing needed now is integration with Wild Apricot.b. IFNA website metrics – year over year comparison is as expected. Tremendous growth in visitors to site overall, typical for pre-conference year. Nov. 2014 was much more active possibly because that’s when the call for abstracts went out (later than this year).c. Review of time left on 2016 contracts x 2 – Current support contract has about 10 hours left. Project contract will be completed soon. KI considering what she will be able to do with current workload. Is looking for someone who could step in.  | **KI** will continue to work on this**KI** will provide data to update IFNAgraphic for 2016 usage stats |
| **2. Update from IFNA BOD - Veronica**a. Update from IFNA BOD meetings related to issues that might pertain to IFNA Communications Committee – detailed email sent to committee members. Highlights: * IFNA is moving forward to finalizing contracts for IFNC14 in Orlando, FL.
* Membership committee has a drive and strategy to increase membership.
* Conference committee has late-breaking abstract call, to increase abstracts & attendance, deadline extended to Feb 28.
* BOD in favour of having access to Facebook and promoting Twitter. Concern on this committee re: Facebook - that we are already stretched thin; also Facebook has particular issues on personal & professional identities. We are open to discuss this if the BOD wants us to be on Facebook.

b. IFNA reach data and other communications information that needs to be reported to IFNA BOD (see New Business item c.) | **VS** to take our position on Facebook back to the BOD.**WS** will send link for article to VS & committee |
| **3. Report from Debbie**a. Update about any important communication needed re: pressing IFNA issues, e.g., webinars,  IFNA Awards: Call for Nominations - deadline January 30, 2017 – Call for late-breaking abstracts has been extended as noted above. Announcements re hotel reservation availability and registration opening will be going out. (JB has put it in newsletter).b. Need for routine assessment of IFNA Community Profiles on IFNA website, IFNA Newsletter distribution list, and IFNA listserv re: new members added; check for spam – once Wild Apricot & IFNA website are integrated, that will help streamline profiles, manage knowing who is a member, and hopefully cut down on spam. Management of these could be a full time job; quarterly or biannual reviews of profiles, Constant Contact & listserv would be useful. Who is receiving the official messaging? DZ notes that spam is only an issue on the profiles and can’t be controlled at present. c. IFNC13: Update re: communication on website, IFNA Twitter, IFNA LinkedIn (Wendy: update about Guidebook for IFNC13)d. Introduction of Jessica & her role – Deb is still our main contact person and she will delegate to Jessica  | **DZ** will continue to review as much as able. |
| **4. Business Arising from Previous Meetings/Developments Between Meetings**a. a. Development plan for accepted Pre-Conference Workshop for IFNC13: *A Social Media Primer for Family Nursing Scholars*b. Request to IFNA BOD for Consult with Communications Specialist - RFP under development – no progress. Could this be rolled in with looking for someone to take over KI’s role? c. Send out information about IFNA listserv use and guidelines (this is an under-utilized communication venue for IFNA members)d. IFNA Twitter - Janice and committee members (consider Hootsuite as a possibility for social media management dashboard) – e. IFNA Newsletter – Janice completing todayf.  IFNA Blogposts – Joel. More posts on the way for February, one about the upcoming JFN issue and the workshop. Guest posts welcome. g. IFNA YouTube – Wilma – some links to new videos added: an old and brief clip of Janet Deatrick, and Griffith University (Australia). h. IFNA Twitterchats #IFNAchat – Wilma – changing focus to direct members to join existing chats in other organizations.i.  IFNA infographics  for IFNA Position Statements - Education (completed) and Practice (waiting for refinements from JMB) j.  IFNA LinkedIn group - Janice k. Conference photos gallery - Janice (scrolling photo feature for the next few Newsletters)l.  Dissemination of IFNA Position Statements – two new position statements expected to be ready for conference. JB working with Ed Committee & Practice Committee re: formatting of documents. Both these committees also working on posters. m. Guidebook – Wendy. Discussion of making this available to public without need for an access code.  | **WS** will call a meeting for those of us who are presenting workshop**JMB** will send out listserv info**WL** will explore creating an IFNA Hootsuite account**WS** will continue to try to get the video of Janet Deatrick receiving award**WS** will continue to post info about relevant Twitterchats & Storify links. **JMB** will send VS the link for the IFNA LinkedIn group**WL** will make guidebook public**WS** & **JA** to send headshots to WL for Guidebook |
| New Business |  |
| a. IFNA Communications Committee meeting with IFNA Conference Committee - our "wish list of IFNA communication messages and strategies” we wish to see at IFNC13b. Any other pressing business?c. Veronica:  summary of critical IFNA communications information that needs to be reported to IFNA BODHighlights of today:* Facebook issue
* Asking BOD to join IFNA LinkedIn group
* RFP remains in progress
 | **JMB**, **WS** & **WL** will join IFNA conference committee meeting on Feb 14. All members to let us know what they would like to see.**VS** will provide highlights to BOD & report back |

**Next meeting: , to be determined 2017 at 12:00-1:30 pm Eastern time**