**Minutes**

**IFNA Communications Committee Meeting**

**March 17, 2017**

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

**Regrets**: J. Anderson

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Jan. 27, 2017. March 3 IFNA Communications Committee meeting cancelled.** | Approved  |
| Business Arising |  |
| **1. Update on Committee Activities: Since our last meeting, the following meetings/conversations have occurred:**a**.** Lobbied IFNA President and BOD to make a statement about IFNA Response to Recent Executive Order (in the US)b. Meeting with Kris re: contractc. Meeting with IFNA Conference Committee on February 14, 2017d. Meeting to plan IFNC13 Preconference: February 17, 2017e. Joint IFNA Co-chairs Meeting discussed Dissemination of IFNA Position Statements: February 24, 2017 (Drafted report of dissemination progress to date which you were copied)f. Meeting with Tracie Risling re: committee consultation/support (see Risling CV attached)g. Email conversation with Simon Stones re: committee consultation/support - Simon will not be at IFNC13h. Drafted Dissemination Plan with IFNA Practice Committee to request IFNA member feedback re: IFNA Position Statement APC-FNi. Drafted Dissemination Plan with IFNA Awards Committee re: 2017 IFNA Awards announcements re: nominations and recipients |  |
| **2. Update re: web design and metrics: Kris**a. Update: Responsive Design and linking IFNA Member Profiles to Wild Apricot system* No opportunity to do this as yet.

b. IFNA website metrics – in progressc. Discussion of contract and recruitment of replacement – KI has put out a call through a group she belongs to, and has a couple of leads to follow up on.  | **KI** will have Responsive Design & linking done before her contract ends.**KI** will send out metrics later today.**ALL** to make effort to recruit – **KI** will put together info to provide to potential persons. |
| **3. Update from IFNA BOD - Veronica**a. Update from IFNA BOD meetings related to issues that might pertain to IFNA Communications Committee* Nominations Committee: call for nominations has closed but need more candidates.
* The IFNA BOD will review our recommendation about not using Facebook as an IFNA social media channel and respond at next meeting.

b. IFNA reach data and other communications information that needs to be reported to IFNA BOD  | **VS** will follow up on these items. |
| **4. Report from Debbie**a. Update about any important communication needed re: pressing IFNA issues, * Research committee has sent out Measurement Survey.
* Resource Advancement Committee launched “Honor a Family Nurse” as a means of raising funds & honoring nurses. These nurses will be mentioned in the conference brochure, website, etc.
* Membership is starting to rise – most recent number is 302

b. IFNC13: Update re: communication on website, IFNA Twitter, IFNA LinkedIn, Expert Lectures, etc.* Late-breaking call for abstracts yielded 60-70 new abstracts, which were reviewed last week.
* Constant Contact announcements being made regularly.
* Jessica is working on putting Guidebook on a pull-down menu on website
* Expert Lectures page is started but no content yet.

c. The routine server maintenance on March 11 went well.d. Plans for IFNC14 in Orlando are in progress, however the BOD is considering Vancouver or Montreal as backup given uncertainty as to how US travel ban may affect attendees. | **WL** to give Jessica access to Guidebook management.**DZ** will complete the Expert Lectures page  |
| **5. Business Arising from Previous Meetings/Developments Between Meetings**a. Development plan for accepted Pre-Conference Workshop for IFNC13: *A Social Media Primer for Family Nursing Scholars -* next meeting Friday, March 31, 2017. * JFN special issue – analytics interesting, great to see the reach of Joel’s article in particular. **JMB** will have some hard copies at IFNC13

b. Collaboration with IFNA Conference Committee re: "wish list of IFNA communication messages and strategies” we wish to see at IFNC13 – meeting went well. * Plan for scrolling information display at venues & live Twitter feed if possible
* Need to determine who will do what.

c. Request to IFNA BOD for Consult with Communications Specialist - RFP under developmentd. Send out information about IFNA listserv use and guidelines (this is an under-utilized communication venue for IFNA members) - information included in the last 2 IFNA Newsletters and used by Kathy Anderson (via Debbie) to make an request for IFNA Position Statement APC-FN feedbacke. IFNA Twitter - Janice and committee members. Wilma uses Hootsuite which connects Twitter, LinkedIn and other social media, but another option is TweetDeck which is exclusively Twitter. f. IFNA Newsletter – Janice. March issue is coming together well. April & May to focus on the conference. g.  IFNA Blogposts – Joel has posted several excellent blog posts.h. IFNA YouTube – Wilma has contacted Janet Deatrick re: her award video which is apparently still in progress. * Playlist of videos for preconference workshop attendees to view has been started. These should be basics to get them started on social media before the workshop e.g. how to set up a Twitter account.

i. IFNA Twitterchats #IFNAchat – Eleven people have expressed interest in doing a chat about the draft position statement on Advanced Practice Competencies, however scheduling it has proven very difficult. Cannot find a time that works for Sweden to Australia, very low response to Doodle poll. Deadline for feedback on the document is March 27. j.  IFNA infographics  for IFNA Position Statements - Education (completed) and Practice (waiting for refinements from JMB; social media toolkits under development by JMB) k.  IFNA LinkedIn group - Janice is posting things as they come along. l. Conference photos gallery - Janice (scrolling photo feature for April and May Newsletters)m.  Dissemination of IFNA Position Statements - any action taken by our committee members or others:* BOD has been asked for contact names & emails for further dissemination. Received names of schools from Brazil, and UK contacts. Jessica and DZ following up on this.

  | **DZ** will revisit wish list with conference committee & report back what we need to do.**WS** to find examples of live Twitter feeds and send to conference committee**ALL** increase their tweets from the @IFNAorg account, follow relevant persons **ALL** add relevant videos to playlist if desired.**WS** will try one more time to organize this chat before the end of next week.**KI** & **JMB** will put together photo feature. |
| **New Business** |  |
| a. Involvement of Tracie Risling and Simon Stones in our work as consultants or other roles. Unanimous agreement to invite them to be consultants, with sensitivity to the demands of Simon’s PhD studies. b. Unanimous agreement to meet in person as a group at IFNC13.  | **DZ** will assign a time for us to meet at IFNC13 and put it in the brochure. |

**Next meeting Friday May 19, 2017 at 12:00-1:30 pm Eastern Daylight Savings time**