

<p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: Jan 21, 2021</p> <p>Time: 12 pm Eastern Standard Time</p>	<p>IFNA Communications Meeting</p> <p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/202249366</p> <p>You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)</p> <p>United States: +1 (213) 493-0014 - One-touch: tel:+12134930014,,202249366#</p> <p>Access Code: 202-249-366</p> <p>More phone numbers: (For supported devices, tap a one-touch number below to join instantly.)</p> <p>Canada: +1 (647) 497-9373 - One-touch: tel:+16474979373,,202249366#</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/202249366</p>
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The Mission of the International Family Nursing Association (IFNA) is to Transform Family Health by:

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and,
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

Terms of Reference (2018)

Attendees:	Janice Bell, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Michelle Franklin, Wendy Looman, Damien Stewart
Unable to Attend:	Junko Honda
Guests:	
Minutes compiled by:	Michelle Franklin

Agenda Topic:	Approval of Minutes Completed by consensus
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Agenda Topic:	Activities of Communications Committee since last meeting on Oct 15, 2020
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<p>Discussion:</p>	<ol style="list-style-type: none"> 1. Prioritized promotion of IFNC15 through all of the IFNA social media channels: website, Twitter, LinkedIn. 2. IFNC15 influencers tracked on Symplur. 3. Joel and Janice met with co-chairs of the IFNA Resource Advancement Committee (RAC) on October 29, 2020 to discuss support for IFNA fundraising and promotion of the virtual IFNC15. 4. Requested Damien to add a countdown clock to IFNC15 on the IFNA website. 5. Worked with the co-chairs of the IFNA Student Engagement Group (#IFNASEG) to develop a new page on the IFNA website and added 3 new IFNASEG member posts: https://internationalfamilynursing.org/activate/ifna-student-engagement-group/. 6. Developed new IFNA News Post on IFNA website for several IFNA members. 7. Updated IFNA News Posts for several IFNA members. 8. Requested Damien to create a new page to better highlight the IFNA President's message of June 2, 2020 and added resources re: Racism and Family Health: https://internationalfamilynursing.org/racism-and-family-health/. 9. Posted numerous IFNA tweets about IFNC15, IFNA members, and IFNA initiatives and IFNA LinkedIn news items about specific IFNA members. 10. NEW: Tracked new citations to all of the IFNA Position Statements and am being helped with the IFNA Generalist and Advanced Practice tracking by members of the IFNA Practice Committee. Last update was in late January 2021: https://internationalfamilynursing.org/2018/07/27/dissemination-of-ifna-position-statements. Damien helped clean up the formatting of this page and also created a new entry to track the dissemination of the newest IFNA Position Statement on Planetary Health and Family Health. 11. NEW: Provided support, congratulations, and feedback for the launch of IFNA UK Ireland Chapter in November 2020. Am including @IFNAUKIreland handle in all IFNA tweets. 12. NEW: Created a new entry for IFNC14 video snapshots developed by Paula. These videos are archived on the IFNA YouTube channels and are now also available on the Research & Projects page of the IFNA website. https://internationalfamilynursing.org/resources-for-family-nursing/research/research-projects/ 13. Shared infographic examples with RAC co-chairs for promoting IFNC15 14. Revised IFNA Twitter tweeting schedule and disseminated to group 15. Posted IFNA tweets following the schedule, as well as acknowledgments of IFNA members inducted as fellows in the American Academy of Nursing 16. Invited IFNA Board of Directors to submit posts for IFNA blog; have received one response to date from Veronica Lambert for two posts focused on the UK/Ireland IFNA Chapter 17. Under Paula's leadership, submitted an abstract for IFNC15 to report on the uptake and application of the IFNA Position Statement of Planetary Health and Family Health (Nersesian, Looman, Huffling, & Bell). Planetary statement was released on earth day which coincided with the beginning of the pandemic. Will discuss dissemination of position papers and how to disseminate it effectively. Discuss updates is. What has happened a year after its release and how to operationalize it. 18. Updates from the Research Committee meeting October 27: Research Connections. Informed members that Communications Committee like the idea in principle and will update the website if the links are provided. Encouraged application for small grant to have the mechanism built. Also mentioned need to publicize the function or members will now know to use it. Suggested considering adding a few searchable fields to the profile area. 19. Reported back to the Research Committee that the Communications Committee agreed to create links from the IFNC14 videos posted on our YouTube channel to the Research Resources page on our website. 20. Junko checked list of Japanese members and started requesting members who have not written an article yet to submit information for a News Post. Dr. Noriko Kawahara accepted request.
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	<p>21. JARFN Annual Conference was held online in September 2020, Junko asked the president of that conference to report it for IFNA NEWS POST.</p> <p>22. Damien Stewart IFNA Web Manager has completed: IFNA Website Monthly Backup, IFNA Website Monthly Software Update, Added pages & menu items to website, page formatting fixes and changes, reinstated countdown timer in website footer, updates the donate button in the header, added donate call to action above website footer, and completed the IFNA Website monthly site audit</p>
Follow up:	N/A
Deadline:	

Agenda Topic:	Report from IFNA BOD/IFNA Office Update – Junko Honda unable to attend today so Debbie Zaparoni provided this update about IFNA BOD along with the IFNA office update.
Discussion:	<ul style="list-style-type: none"> • Call for Nominations has been sent to IFNA members – call for nominations for IFNA officers (deadline March 22), • Student scholarships call for IFNC15 has been distributed (deadline Feb 15th). Have already received some applications. • IFNC15 - 87 people have currently registered for conference. • Abstract notifications have already gone out. • Call for Late Breaking Abstracts will be distributed soon: March 1, 2021 deadline. • Keynotes have been confirmed. Post for keynotes has been developed, registration link has been developed, post for Expert Lectures pending. • Page of sponsors and logos present on website now. • Discussed challenges of offering a virtual conference. Meeting next week to discuss budget and transition to virtual. Time differences still are a significant challenge. Seeking to be inclusive and stagger times of presentation so it is reasonable for presenters and attendees to accommodate the varying time zones around the world. • Presentations for IFNC will be pre-recorded with the presenter available live in the session to answer questions, etc. Preconference sessions may be live but still working on this. • Digital networking session in December 2020 was cancelled due to holidays and end of semester demands. Plan to use the platform Airmeet. It has speed networking with tables in lounge and will allow for different topics to be discussed. May trial this in March 2021 to give participants the opportunity to get familiar with the platform and get people engaged. • Financial – Research Advancement Committee is raising funds. The flash sale of registrations at the end of 2020 helped the finances of the IFNA organization.. Year ended up better than BOD anticipated. • IFNA Strategic Plan is being updated and will be posted on the IFNA website.
Follow up:	<ul style="list-style-type: none"> • N/A
Deadline:	

Agenda Topic:	Brief report from IT – Damien re: IFNA reach statistics for 2020 and discussion about development of a proposal to apply for special funding to update the IFNA website.
Discussion:	<ul style="list-style-type: none"> • Provided statistics in 2019 compared to 2020. Down in 2020 primarily in July and Aug. This is because in July and Aug 2019 IFNA had lots of traffic with conference and there was no IFNA conference in 2020. Reach statistics available at: https://internationalfamilynursing.org/2021/01/20/international-family-nursing-association-ifna-reach-statistics-2020/ • 25,800 users • Average time on page is up.

	<ul style="list-style-type: none"> • Rest of data comparable • Majority of users are female. Google provides this information. Exclusively binary. Google account provides “other” or “rather not say” but in analytics it breaks it down to male and female. • Social traffic is up this year (2020). Twitter first then Facebook. • Majority of users are using phone or handheld device. Developed responsive design since 2017. • Goals and conversion tracking discussed. • Janice complementary of Damien’s prompt responsiveness to requests for support.
Follow up:	<ul style="list-style-type: none"> • Damien’s contract renewal is scheduled for March.
Deadline	

Agenda Topic:	Old business – Joel re: IFNA Communications Plan that was sent to BOD
Discussion:	<ul style="list-style-type: none"> • Joel led development of IFNA Communications Plan 2020/2021. Has been submitted for approval to the IFNA BOD. No feedback or questions from BOD have been received to date.
Follow up:	Update requested.
Deadline:	

Agenda Topic:	Old business – Conference Photo Gallery Project– Janice
Discussion:	<ul style="list-style-type: none"> • This is in progress.
Follow up:	<ul style="list-style-type: none"> • Janice continues to lead this project.
Deadline:	

Agenda Topic:	Old business – Virtual IFNC15 timelines and promotion - Joel
Discussion:	<ul style="list-style-type: none"> • Have invited BOD to develop IFNA blog posts. No response to date. • Blog is being developed about the IFNA Strategic Plan by IFNA President, Sonja Meiers.
Follow up:	
Deadline:	

Agenda Topic:	Old business – Policy statement about the use of the IFNA logo on other websites
Discussion:	<ul style="list-style-type: none"> • IFNA BOD decision and policy is pending. • Update from Debbie about the requests from the Portugal and Italian Nurses Association. • Portuguese Society has not formalized agreement. Italian Nurses Association agreement has been finalized but has not moved forward since then.
Follow up:	<ul style="list-style-type: none"> • Debbie will restart working on this policy.

Deadline:	
Agenda Topic:	Old business – Promoting IFNC – meeting with IFNC15 Conference Planning Committee.
Discussion:	<ul style="list-style-type: none"> Joel and Janice have already had one meeting with the co-chairs of the IFNA Resource Advancement Committee on October 29, 2020 and will meet again with the IFNC15 Conference Planning Committee on Jan 26, 2021 to discuss development of social media promotion for IFNC15.
Follow up:	
Deadline:	Meeting January 26, 2021 with IFNC15 Conference Planning Committee

Agenda Topic:	New business: IFNA Call for Special Funding
Discussion:	<ul style="list-style-type: none"> Call for special funding for small projects available to IFNA Standing Committees. IFNA Communications Committee will submit a proposal for refinements to IFNA website. Last IFNA website re-design in 2012; Responsive design addressed in 2017. Janice, Joel, and Damien will submit proposal as this is a central communication channel.
Follow up:	<ul style="list-style-type: none"> Janice, Joel, and Damien plan to submit a proposal for this Call for Special Funding to refine and update IFNA website.
Deadline:	<ul style="list-style-type: none"> Jan 29th is the proposal deadline.

Agenda Topic:	New business – Renewal of Damien’s contract
Discussion:	<ul style="list-style-type: none"> Everyone supports the renewal of Damien’s contract.
Follow up:	<ul style="list-style-type: none"> Janice/Joel will have a contract renewal conversation with Damien.
Deadline:	

Agenda Topic:	New business – UK Ireland Chapter launch of new website.
Discussion:	<ul style="list-style-type: none"> IFNA member, Simon Stones created a new website in November 2020 for the IFNAUK/Ireland Chapter: https://ifnaukandireland.org/. History on development of chapter website discussed. Joel and Janice will meet with Simon to ensure we can complement and enhance IFNA outreach across the two websites.
Follow up:	<ul style="list-style-type: none"> Continue to encourage liaison efforts with IFNA UK/Ireland chapter website.
Deadline:	

Agenda Topic:	Future Meetings: Feb 18, 2021: Time: 12 noon-1:30 pm Eastern Standard Time.
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