**Minutes**

**IFNA Communications Committee Meeting**

**November 2, 2017**

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

**Regrets**:

**Announcements**:

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| Agenda Item | Action |
| **Approval of Minutes of Sept. 7, 2017.** | Approved |
| Business Arising |  |
| **1. Update on Committee Activities: Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:**  a. Developed call and helped launch and market the new IFNA initiative “Who Are You From?”: Family Narratives and Family Nursing: <https://internationalfamilynursing.org/2017/09/15/who-are-you-from-family-narratives-and-family-nursing/>  b. First blog post by IFNA President Jane Lassetter re: “Who Are You From?” initiative uploaded and marketed as an IFNA member blog post  <https://internationalfamilynursing.org/2017/09/25/grandma-jensens-pocket-watch/>  c. Contacted IFNA BOD and asked if they wished to develop an official IFNA response to the repeal of DACA in the US with a review of the IFNA BOD statements which have been developed and posted on the IFNA website to date. Forwarded responses from other family organizations to provide examples.  d. Reviewed new Responsive Design and provided feedback to Kris.  e. Widened search for vacant IFNA web developer position and responded to first applicant.  f. Provided feedback to IFNA President, Jane Lassetter re: promoting IFNA using her own Twitter account  g. Provided feedback and encouragement to IFNA members who recently used the IFNA listserv for communication.  h. New video resource from Australia re: Strengths-Based Family Nursing considered for IFNA YouTube channel.  i. Provided support and encouragement to the IFNA Membership Committee marketing of the IFNA Membership Drive which closed on October 30, 2017. Used all IFNA social media channels for marketing campaign; wrote emails to the Committee with ideas for how to announce outcome and thank IFNA members for their participation; wrote emails to the Committee asking them for updates about the success of the membership drive.  j. Recruited IFNA news items from major committees (Practice, Education, Research, Conference) and from IFNA BOD for current and future IFNA Newsletters.  k. IFNA Newsletter for September 2017 developed and distributed. IFNA Newsletter for October 2017 has been developed but not yet distributed.  l. Currently working with donated graphic designer expertise to develop newly approved IFNA Position Statement on Graduate Family Nursing Education for dissemination.  m. Currently working on watermarking and uploading 2 new Chinese language translations of IFNA Position Statement on Pre-Licensure Family Nursing Education to IFNA website.  n. Invited conversation about IFNA marketing policy at conferences attended by IFNA members and branded materials available to IFNA members. |  |
| **2. Communication Strategic Plan: Consultation with Derek Risling**  **DR** spoke to his experience assisting organizations with strategic planning and the common problems related to low budget & reliance on volunteers.  Q. How do we improve awareness & communication without adding lots of labour hours?  A. Communication should be in service to the IFNA strategic plan and its goals – pick a couple of priority goals for short term then move on to long term. Then pick initiatives & examine the constraints, then pick the metrics starting with quantitative. Tie these metrics back to top one or two priority goals. Then do a timeline, look at where to apply people, where things could be automated.  **JMB** proposed priority goals; 1. Make IFNA visible within the family nursing community & outside, and 2. Build community by increasing membership. Main products for visibility are the position statements.  Possible priority initiatives: clean up the website & fix broken links, set up a schedule for authoring tweets, how do we drive new visits to the website, automation of tweets about new resources/info, fix underlying issue of why we need so much website support.  Need to get other stakeholders on board with plan, help them see how it helps them to get their message out. Provide them with feedback a couple of times a year.  Website would be main repository of resources but not the main way that we draw people in. May need social media savvy more than web design skills. | **DR** will document his recommendations & guiding questions and can be consulted at intervals.  Committee to develop the plan.  VS report to BOD that we are consulting with DR for developing a strategic communications plan |
| **2. Update re: Responsive Design and linking member profiles to Wild Apricot**  Several problems occurring with website since it went live. | **Everyone** go through website with different devices and provide lists of things that need tweaking. |
| **3. Update from IFNA BOD - Veronica**  Deferred |  |
| **4. Report from Debbie**  Deferred |  |
| **5. Business Arising from Previous Meetings/Developments Between Meetings**  a. Update re: Expanded Recruitment of vacant IFNA web developer position (Joel): call has gone out to people on shortlist. Only one formal application at present, expecting just one more. Do we need to think about contracting with a service rather than a person?  b. Request to IFNA BOD for Consult with Communications Specialist - RFP? - deferred  c. Plan for development of infographic for 2 IFNA Position Statements - one old/one new - deferred  d. Invite consultation/involvement of Simon Stones: [https://simonstones.com](https://simonstones.com/) - deferred | **JMB** will contact Beth Kassalen to find out what her company may have to offer.  Based on this, **JMB** to prepare a draft of report to the BOD which **VS** can present to them on Nov. 6. |
| **New Business** |  |
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**Next meeting, January 16, 2018 at 12:00-1:30 pm Eastern Daylight Savings time**