**Minutes**

**IFNA Communications Committee Meeting**

**October 18, 2018**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), J. Anderson, T. Risling, Veronica Swallow (Board liaison), D. Zaparoni (IFNA office), Paula Nersesian (liaison to Research Committee)

**Regrets**: D. Stewart (website manager)

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Sept. 18, 2018** | Approved  |
| Reports and Updates |  |
| **Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:** a. a. Orientation discussion was held with IFNA Education Committee co-chair and new member, Roxanne Wilson, who will begin to recruit IFNA Education News; Mentoring has begun. Checklist was developed to outline this news recruitment process and sent to IFNA Education Committee.b. IFNA Communications Committee actively involved in disseminating IFNA President’s Statement about a policy for responding to national and international events affecting families. First announced through Constant Contact on October 5, 2018 and subsequently shared through IFNA Twitter and an IFNA News Post: <https://internationalfamilynursing.org/2018/10/16/ifna-president-jane-lassetter-outlines-policy-guidelines-for-ifna-response-to-events-that-affect-family-well-being/>.c. Draft re: process of communicating IFNA Position Statements dissemination information and updates has been developed by IFNA Practice Committee.d. IFNA Communications Committee actively involved in disseminating the October 16, 2018 AFTA Position Statement: AFTA Grieves AFTA Persists with the approval of IFNA President and Vice-President: <https://internationalfamilynursing.org/2018/10/16/american-family-therapy-academy-afta-position-statement-afta-grieves-afta-persists/>e. Contributed updates and new content to IFNA Twitterf. October 2018 Newsletter currently under developmentg. IFNA LinkedIn - continued to provide updated information and renewed initiative to invite new participants (IFNA members and non-members who are family nursing and family health scholars/practitioners with a current LinkedIn account)h. Request to Deb in IFNA Office to update conference information posted on Wild Apricot website.  | **WS** will send our approved committee meeting minutes to **DZ** to be posted on IFNA website |
| **2. Update from IFNA BOD - Veronica*** Bylaws – our response to the bylaw revision has been sent in
* GDPR discussion – the opt-in requirement primarily relates to Europe but affects any organization with European members. No recommendations for us at present. See report from Deb.
* Possible IFNA chapter to be formed in Australia (Elizabeth Coyne)
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| **3. Report from Debbie*** Increase of 90 or so people who have opted-in to receive communications; up to 270 active members have accepted GDPR. Acceptance has been done on behalf of non-European members.
* Possible news items:
	+ Carole Robinson’s guide for families in palliative care has been accepted for publication
	+ Birte Ostergaard’s group has been invited to meet with someone in the Danish government.
	+ Jane Lassiter was invited to Portugal to attend a conference & met with nurses there who are interested in creating an IFNA chapter
 | **PN** to pursue the Denmark story **JMB** will chase the story from Portugal |
| **4. Report from Damien - IFNA website metrics**To be received.  | Deferred – **JMB** will forward his report when it is received**DZ** to give him access to Wild Apricot |
| **Business Arising/ Developments Between Meetings** |  |
| a. PRIORITY: Provide solutions and direction to Privacy policy issue and reach of IFNA communications to members and discuss options for handling this issue.* Several organizations send information with a proviso that we assume you are opting-in unless you tell us otherwise.
* Examples include organizations based in the US but with European members.
* People receiving Constant Contact are only those who have already accepted GDPR
* Information given to the office was that opt-out is not recommended for the European members.
* Data protection assurance checklist available from Information Commissioner’s Office in the UK
* Idea to have a “subscribe here” option on the website so that even people who aren’t members can receive the newsletter.
 | **DZ** tracking anyone who renews and directly asking for their acceptance.**DZ/DS** to add a subscription button on website |
| **New Business** |  |
| 1. PRIORITY: Identify priority issues for the work of the IFNA Communications Committee for 2018-2019
* Process for communication of important information from BOD to IFNA Communications Committee – quicker heads-up needed, don’t wait for us to meet.
* Increased collaboration with IFNA Standing Committees for recruitment of IFNA news
* Marketing to non-nurse family scholars, connecting with new organizations with shared values, recruitment of new members outside of North America
* IFNC14 requirements for a robust social media presence and involvement of IFNA members e.g. Guidebook
	+ Social media toolkit
	+ Guidebook is on the agenda for the conference committee
	+ Live streaming events? Challenges are costs, will people not attend conference. Alternative could be doing short videos during conference to post later.
	+ Need a meeting of this committee with conference planning committee – to be arranged.
* Infographics
1. Newsletter:
* question re: how frequently someone can/should be featured in the newsletter. Caution not to over-represent North America in newsletter posts. New info could be added to a previous post, tweeted, or written in a blog.
* Can news items be based on a study instead of on a person?
1. Problems with Wild Apricot, particularly searching membership list
2. Suggestion to change the images on the website to be broader representation of different people
 | **VS** to discuss with BOD ways that they can be more proactive **JA** will update toolkit**WS** willing to do Guidebook if it is going to be used.**JA** to do infographics**DZ** to send **JMB & WS** an updated membership list |
| **Review/Feedback re: meeting process** |  |
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**Next meeting Thursday November 29, 2018 at 12:00-1:30 pm Eastern Daylight time**

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