**Minutes**

**IFNA Communications Committee Meeting**

**September 18, 2018**

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

**Regrets**:

**Announcements**:

|  |  |
| --- | --- |
| Agenda Item | Action |
| **Approval of Minutes of April 20, 2018** | Approved |
| Reports and Updates |  |
| **Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:**    a. NEW 2017 IFNA reach statistics posted by Damien on the IFNA website: <https://internationalfamilynursing.org/2018/07/18/international-family-nursing-association-ifna-reach-statistics-2017/>  b. IFNA Communications Committee actively involved in disseminating IFNA President's Response to End the Separation of Migrating Families at the U.S./Mexico border and updating Caring for Refugee Families resource page on IFNA website (in collaboration with IFNA Practice Committee)  c. Paula Nersesian, in her liaison role representing the IFNA Research Committee, offered a social media (Twitter) workshop to members of the IFNA Research Committee on June 26, 2018 and has been successfully recruiting IFNA Research News for news posts and blogs  d. NEW IFNA Position Statement on Graduate Family Nursing Education developed for dissemination on IFNA website; Social Media Toolkit also developed  e. NEW document to track dissemination of IFNA Position Statements created and added to the IFNA website (in collaboration with IFNA Practice Committee) f. Contributed updates and new content to IFNA Twitterg. April, May, June, July, August, and September 2018 Newsletters developed/distributed h. 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)  i. Several new IFNA blog posts were developed and posted on IFNA website  j. New information added to IFNA Education Resources page  k. Response to IFNA BOD query about IFNA bylaws revisions requested from IFNA Communications Committee-was this completed??  l. Request to Deb in IFNA Office to provide updated information about privacy policy and reach of communications with IFNA members |  |
| **3. Update from IFNA BOD - Veronica**  The BOD has met twice this summer. Highlights:   * Working on getting word out about IFNC14 and Honour a Family Nurse * Proposal to use funds from 2017 Honour a Family Nurse initiative to enable students to attend IFNC14 * Idea to expand Honour a Family Nurse to include honouring families * Two keynotes confirmed - opening and closing * Working on a possible third keynote * Call for abstracts closes Nov. 19, call for pre-conference workshops closes this Thursday * Question re updated bylaws & terms of reference – did we respond? | **WKS** & **JMB** to confirm if our response to the bylaws was sent |
| **4. Report from Debbie**   * 3 webinars have occurred * IFNA membership currently 277, and 206 have indicated a yes to the GDPR * Plan to reach out to members when they renew to give them checkbox for agreeing to communications (this is currently required for new members) * Constant Contact – approximately 340 unique users have agreed to receive it * For organizations with members in the European Union, agreement is required and opt-out is not an option * Discussion of how we can assure members that all our communications are GDPR compliant – can we make a blanket statement at the bottom of our communications | **Everyone** - gather more information about how other organizations are dealing with this & share this before next meeting. |
| **5. Report from Damien - IFNA website metrics**   * May & June numbers down (last year was IFNC13), July to present numbers are up. * Suggestion of using Goals & Events in Google analytics to track individual user actions – committee suggestions are to track downloads of the four IFNA Position Statements | **DS** will set up tracking of all IFNA Position Statement downloads |
| **Business Arising/ Developments Between Meetings** |  |
| a. Derek Risling provided template and trigger questions for overall IFNA Communications Plan - planning for new initiatives re: partnering with new organizations, recruitment of new family nursing/family health scholars to IFNA, particularly those outside of North America, recruiting non-nurses.  b. Updates and identification of issues related to vibrancy of IFNA social media channels:   * IFNA YouTube channel - update (Wilma) * IFNA Blog - update (Joel) - IFNA Family Nursing Foundation--possible feature in a future blog post? * IFNA LinkedIn and Newsletters - update (Janice) * IFNA Twitter - update (Janice/Wilma)   c. Plan for development of infographics for 3 IFNA Position Statements | Deferred – item (a) to be a priority discussion in next meeting. |
| **New Business** |  |
| **Identify priority issues for the work of the IFNA Communications Committee for 2018-2019**   1. Process for communication of important information from BOD to IFNA Communications Committee 2. Increased collaboration with IFNA Standing Committees for recruitment of IFNA news 3. Marketing to non-nurse family scholars, connecting with new organizations with shared values, recruitment of new members outside of North America 4. Discussion re: newsletter & blogs – possible use of a Google form for membership news items | Items a to c deferred  **JA** to send **PN** a sample Google form |
| **Review/Feedback re: meeting process** |  |
|  |  |

**Next meeting, October 18, 2018 at 12:00-1:30 pm Eastern Daylight time**

Find your time zone with <https://www.timeanddate.com/worldclock/converter.html>