

<p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: Oct 15, 2020</p> <p>Time: 5:00 pm Eastern Daylight 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, Junko Honda
Unable to Attend:	Damien Stewart
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 May 21
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Discussion:	<p>a. Junko Honda has joined the Communications Committee as the IFNA BOD liaison.</p> <p>b. The family conferences page of the IFNA website was revised numerous times to account for several conference cancellations and revisions due to COVID-19: https://internationalfamilynursing.org/resources-for-family-nursing/family-nursing-links/family-nursing-conferences/</p> <p>c. Paula and Janice have continued to recruit and develop IFNA member news posts featured on the IFNA website and shared through IFNA Twitter and IFNA LinkedIn.</p> <p>d. Last IFNA Newsletter was disseminated in June: https://internationalfamilynursing.org/wordpress/wp-content/uploads/2020/07/IFNA-Newsletter_June-2020.pdf</p> <p>e. Time change of IFNA Communications Committee to 5 pm Eastern to accommodate involvement of all current members of the IFNA Communications Committee.</p>
Follow up:	N/A
Deadline:	

Agenda Topic:	Brief report from IFNA BOD – Junko Honda
Discussion:	<ul style="list-style-type: none"> • Dr. Junko Honda (Japan) is the new IFNA BOD liaison. Wendy's term on the BOD has ended and she will continue to serve as a member of the IFNA Communications Committee. • During August Meeting, the BOD discussed IFNA logo use. Permission for logo use is needed. • Large focus has been on IFNC15 Virtual Conference planning. Wanting to ensure it is inclusive. There are challenges given diverse time zones. Have extended abstract deadline.
Follow up:	N/A
Deadline:	

Agenda Topic:	Brief report from IFNA office – Debbie Zaporoni
Discussion:	<ul style="list-style-type: none"> • IFNA office is working on IFNC15 planning. Promotional video has been created. • At recent IFNC approximately 30 countries are generally represented. May do double sessions offering content twice (in am and pm). Trying to be cognizant of that and developing strategies to be inclusive. • IFNC15 Expert Lecture and Preconference Proposals were due today. Some have been received. • IFNC15 Abstract Submission deadline is Oct 26, 2020. • Call for reviewers will be sent out soon. • IFNA is having financial challenges. Email will be coming out to members. Reaching out to members who have not renewed in 2019 or 2020. Conference income and membership is the main source of IFNA income. Membership in non-conference year decreases. • Bylaws review upcoming. Logo usage will be addressed. Currently the bylaws reference chapters use of the logo but does not address usage by others. Will seek to clarify this.

	<ul style="list-style-type: none"> Several IFNA members are being inducted as Fellows of the American Academy of Nursing. IFNA received donated funds that will allow small amounts of money to be awarded to committees if they have a project they would like to move forward. This money was donated by the Minnesota State University Mankato and Glen Taylor Nursing Institute for Family and Society.
Follow up:	<ul style="list-style-type: none"> Joel has requested a list of FAAN inductees so this can be promoted on IFNA social media channels. Deb will provide this list.
Deadline	

Agenda Topic:	New Business
Discussion:	<ul style="list-style-type: none"> Awaiting review of Communications Committee plan re: IFNA Strategic Plan that was sent to IFNA BOD. Debbie says they will be reviewing the document at next IFNA BOD meeting.
Follow up:	N/A
Deadline:	

Agenda Topic:	New Business
Discussion:	<ul style="list-style-type: none"> Janice and Joel received a request from the IFNA Student Engagement Group requesting a student page on the IFNA website. The student group is encouraged to send blog submissions that can be shared on the main IFNA blog. Asked student leaders to also generate ideas and information that could be added to the website. Michelle Franklin willing to work as an IFNA Communications liaison with this important group.
Follow up:	<ul style="list-style-type: none"> New hashtag for group: #IFNASEG
Deadline:	

Agenda Topic:	New Business
Discussion:	<ul style="list-style-type: none"> Portuguese Nurses Society and Italian Nurses Society have requested affiliation with IFNA. Debbie has sent a collaboration agreement to both groups. Have received feedback from Portuguese Nurses Society to date. They are not seeking joint membership with IFNA but are seeking a connection. Inquiring if they could they place the logo on their website. BOD is considering this. There is not a current policy about this. They are seeking to develop. Debbie says the current policy is that chapters can use logo. Some organizations use "affiliate status" and allow use of logo.
Follow up:	<ul style="list-style-type: none"> Debbie will draft policy and share with our group.
Deadline:	

Agenda Topic:	New Business
Discussion:	<ul style="list-style-type: none"> Paula shared a request she received from the IFNA Research Committee "linkages, pace, mentoring". Eric Hodges is spearheading this effort. Currently named "Research Connections". Janice spoke with Eric and asked him to provide a draft document of what they are considering.

	<ul style="list-style-type: none"> • Paula emailed the document to IFNA Communications Committee today. It contains a short narrative describing what is being envisioned. Includes the data fields they would be seeking to include. She envisions pull down menus so they could be searchable. • Discussed how to best share ideas and if the website is the correct platform for it. • Question: how would this be used. Potentially develop metrics to see if it is useful to members. Would have to build something in html etc. • Want to support research and new content on Research Committee page. Discussed ways for people to keep them updated. Discussed whether fields be added to member profile and if data needs to be secure. • Need to make it easy for Joel, Janice, and Wendy to upload information. Damien helps when people get stuck but otherwise all uploads to IFNA website all done by IFNA office (Debbie) and volunteer efforts by Joel, Janice, and Wendy. Would require money to cover Damien's time. • Given this will take time which will take money encourage the IFNA Research Committee to consider applying for the upcoming grant opportunity (donated by Minnesota State University Mankato Glen Taylor Nursing Institute for Family and Society) for \$2,000. This funding could make this easier to develop.
Follow up:	<ul style="list-style-type: none"> • Paula will report this back to the research committee and communicate with Eric Hodges.
Deadline:	

Agenda Topic:	New Business
Discussion:	<ul style="list-style-type: none"> • Discussed how we can streamline IFNA Twitter and IFNA LinkedIn responsibilities. • Recently Wendy, Wilma, and Joel have been doing this communication. Joel has two weeks. (1st and 3rd week). • Junko and Michelle agree to help. • Joel will continue to provide topics that will be covered when to help organize content. • Janice created an IFNA blog post where she offered ideas about IFNA news we have to share: https://internationalfamilynursing.org/2019/10/08/making-a-ruckus-for-familynursing-familyhealth/. When she hears something related to IFNA and IFNA members she shares through IFNA Twitter and IFNA LinkedIn. JMB says no one on the IFNA Communications Committee needs tweet approved before posting on IFNA Twitter; however, she is glad to preview if preferred. • Encourage international connections. • Paula and Janice have been recruiting for IFNA member news. Paula has received information from Japanese and US members and has reached out to those in Great Britain and Ireland.
Follow up:	<ul style="list-style-type: none"> • Paula will share information with Janice she has invited from Japanese and US members so that it can be posted. • Michelle will send individual emails to student members and attempt to create one student member profile per month. • Joel will develop and share updated Twitter schedule. • Both Junko and Michelle have offered to begin tweeting on behalf of IFNA. • All are encouraged to share ideas/resources about family nursing, encourage new members, and amplify the voice of family nursing.
Deadline:	

Agenda Topic:	<p>Future Meetings.</p> <p>Decision to hold IFNA Communications Committee meetings on the 3rd Thursday of the month at 5 pm Eastern.</p> <p>Remaining Meeting schedule for 2020:</p>
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	November 19 th , 2020- 12 noon pm EST
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