**Minutes**

**IFNA Communications Committee Meeting**

**February 28, 2019**

**Present**: J. Bell (Co-chair), J. Anderson, T. Risling, Veronica Swallow (Board liaison). D. Zaparoni (IFNA office), D. Stewart (website manager)

**Absent:**

**Regrets**: Paula Nersesian (liaison to Research Committee), W. Schroeder (Co-chair)

**Announcements**:

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| Agenda Item | Action |
| **Approval of Minutes of Nov. 29, 2018** | Approved |
| Reports and Updates |  |
| **Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:**    1. Thanks to Joel, Wilma, and Debbie for leading a campaign to make the 2019 IFNA Awards nominations and extension to deadline a priority in our IFNA social media messages over the past 10 weeks. The deadline for award nominations was extended to Feb 17, 2019  and resulted in 17 nominations from 4 countries: <https://internationalfamilynursing.org/ifna-membership/international-family-nursing-association-awards/>  2. I met with the IFNA Conference Committee in mid December 2018 and outlined our plan of responsibilities for IFNA Communications for IFNC14. We will continue to actively promote IFNC14 in all of social media channels.  Here are the communication initiatives we are leading:  2a. Joel has developed an IFNC14 Social Media Toolkit which has been posted on the IFNA website: <https://internationalfamilynursing.org/2019/02/13/ifnc14-social-media-toolkit/>  2b. The Conference Committee liked the idea of creating a “badge" (an idea first offered by Tracie) that will be offered to accepted presenters to use in their social media conversations.  Badge has been developed and will be made available to IFNA members with accepted abstracts for paper and posters, including Expert Lectures and Pre-conference Workshop  2c. Wilma is leading the work to develop the Guidebook app for IFNC14.  2d. Continue to promote IFNC14 in all IFNA social media channels (emphasis given in IFNA February Newsletter; inclusion of photo collage from previous conferences).  3. IFNA January and February Newsletters have been developed. IFNA Research news recruitment led by Paula is going very well. IFNA Practice and Education Committees have been slow to generate new news.  4. Debbie has developed new website page to feature the two IFNA Chapters.  5. Updated the list of publications related to IFNA Position Statements Dissemination website page. IFNA Practice Committee has generated a process for involvement of committee members in this project.  IFNA Education Committee needs to be brought on board.  6. IFNA Resource Advancement Committee will be launching an IFNC14 fundraiser: Honor a Family Nurse/Family Health Scholar campaign. Need our help to disseminate this information through IFNA social media channels.  7. Email of October 24, 2018: Identified the possibility of posting IFNC14 information on the websites/newsletters other family health organizations, i.e., NCFR, Collaborative Family Health Care Association, etc. (Need to follow-up - noticed a IFNA BOD announcement about this initiative.)  8. Contributed updates and new content to IFNA Twitter.  9. 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). Current list of participants on LinkedIn is only 192 IFNA members and non-members: <https://www.linkedin.com/groups/6664854/>. Growth in this social media channel is slow. |  |
| **2. Update from IFNA BOD – Veronica**  Report sent to committee. Highlights:   * Finances in good shape with income from sponsors & memberships. RAC is working hard. * Foundation focusing on supporting students attending IFNC14 * Discussed collaboration with other family health organizations * Revisions being made to bylaws. Will be distributed to members for comments & voting. * Education Committee seeking information about potential webinar presenters * Membership Committee is creating brief videos to present the advantages of becoming an IFNA member, to inspire people to join and renew. * Next board meeting will get an update from conference committee * Website updated with pre-conferenes, expert lectures & hotel links * Call for late-breaking abstracts to go out * New co-chair of Practice Committee appointed – Yuko? * Research subcommittee has project in process about measurement in acute care * Manuscript about global attitudes to family health is almost ready for submission * Nominating Committee is seeking nominations for 3 board members, 2 nominating committee, a president-elect and treasurer. |  |
| **3. Report from Debbie**   * Distribution (mailing list) between 500-550 people * Active membership increasing slightly, currently 309. All have said yes to GDPR. Seven people due to renew this year. * One person has subscribed to the mailing list since the website subscription signup button activated. Does button need to be enhanced? Also it seemed to have vanished from the website – DS fixed it during the meeting. * Speaker badge will be distributed to presenters accepted for the conference. Deadline for their confirmation of presentation is March 25 or so. * Nomination for IFNA awards closed. * Call for nominations for BOD and Nominating Committee distributed, deadline March 25 * Late-breaking call for abstracts to be distributed, deadline April 8 * Working towards launching the Honoring Families and Family Nurses program – the Foundation is working on policies for using prior funds for student travel * Received money from the family of Kathryn Anderson for student travel. * Working on website updates related to the conference – added pre-conference workshops and expert lectures. Changes are taking place. * Hotel accommodations & travel page put up on website. * Working on a generic invitation letter to send out inviting people to the conference. * Amy Bumer Spikula is new staff in office helping with conference (she is Wilma’s contact person for Guidebook info) * Communications re: all the above will go out via Constant Contact * Resource Advancement Committee is pursuing support for IFNC14 and reaching out to NCFR to talk about collaboration.   Discussion in committee re: naming of campaigns and initiatives to be more inclusive of non-nursing family health scholars. | **ALL** keep communicating info on deadlines etc as we learn it.  **DS** will add a popup about the subscription signup for a 4-6 week trial & we will evaluate its impact. |
| **4. Report from Damien - IFNA website metrics**  Everything is looking great, way up from last year.  Report below was emailed to committee members after this meeting:  Metrics Report:  Page views (unique and returning visitors) are way up compared to last year, almost tripling in most cases. Page views per session has gone above 2 (fantastic). **Become a Member page views are up 178%.** After we implement more calls to action for the newsletter sign up (pop-ups, CTA banners on popular pages & posts) as discussed, I’ll be hoping to see the number of subscriptions go way up. Attached is a couple of the stats from Google Analytics:  Website Updates That Need Attention:  *Genesis Theme Update*  This will involve reading the patch notes for this theme update, setting up the IFNA site in a staging environment and making updates to elements that this theme update may change/break. There will be a thorough audit of all the different post types, pages, plugins, and elements to ensure that everything remains intact after the theme update. Sometimes these theme updates go very smoothly and sometimes they’re pretty difficult, it depends on the theme and robustness of the update.  *Plugin Updates*  Plugins with updates that go smoothly almost every time:  Akismet Anti-Spam  BackupBuddy  Constant Contact Forms  Duplicate Page  GTranslate  MCE Table Buttons  PDF Viewer  Simple Social Icons  T- Countdown  Twitter Cards Meta  WP Super Cache  Yoast SEO  Plugins with updates that require extra attention:  Wild Apricot Login  — This is a small update, but any updates to user facing software needs to be audited after the update  Widget Logic  — I will have to find which widgets this plugin is being used on and make sure they’re working as expected after the update  NextGEN Gallery  — This is a major version update and will require style updates to keep the same look  All Genesis Related Plugins  — Any theme-related plugin update will have to be updated with the theme, all related plugins will be audited with the theme update.  *WordPress 5 Update*   * I have a process for ensuring that all plugins on the site are WP5 compatible * I’ll have to make sure that the Genesis theme is WP5 ready, which I’m sure it is, and make sure the site doesn’t give any errors after the update. * I’ll also be adding a plugin that reverts the editor back to the classic editor that you’re all familiar with and removes Gutenberg (WordPress 5 Editor). * I’d like to set aside 5 hours to make these updates and ensure everything is running smoothly afterwards.   *Contract Hours for Year 1*  As of February 28th, 2019 I am at 61hr20mins for the year. | **DS** will create a 2018 metrics report  Time for WordPress 5 security updates approved  Look at adding calls to action on popular pages.  **ALL** promote subscription signup on social media  Meeting re: new contract to be arranged. |
| **Business Arising/ Developments Between Meetings** |  |
| a.  Report and update to add a subscribe here button to the IFNA website so that non-IFNA members can access IFNA newsletter. Goal to increase reach from 400 to 25,000.  b. Develop more news exchange opportunities with other family health organizations (see #7 above). IFNA BOD buy-in?  c. Spotlight initiative discussed in November 2018 meeting. Paula to coordinate - update?  d. Joel: student assignment to follow conference hashtag - develop into a formal idea for IFNC14 (next newsletter?) | **JA** will adapt his assignment for IFNC14 and put it on the blog |
| **New Business** |  |
| **PRIORITY:**Identify current priority issues for IFNC14 planning and communication.   * Twitter campaigns to ramp up as conference approaches * Possibly feature IFNC14 speakers in the blog prior to the conference. * For some conferences, when you submit your abstract, they have to submit their twitter handles and 280 character tweet with it. We could do this in future, and also ask for their blog post as part of their abstract. “Create once, publish everywhere”.   **IFNA Chapters**:   * UK/Ireland chapter – report from Veronica: looking at the data from their survey now, planning a round table later in the year to engage with key national communicators. Hope to launch IFNA chapter website in next 2-3 months. * New chapter in Australia/NZ is launched under Elisabeth Coyne’s leadership. * Question re: how to handle it if some people are IFNA members but not members of the Chapter. Veronica described how they are planning to manage this in the UK/Ireland group. * No added cost to be a member in the UK/Ireland chapter. | **JA** can turn abstracts into blog posts for IFNC14.  **ALL**: Keep idea of requiring Twitter & blog info as part of abstracts for the future. |
| **Review/Feedback re: meeting process** |  |
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**Next meeting, April 4, 2019 at 12:00-1:30 pm Eastern Daylight time**

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