

## IFNA Minutes Board of Directors November 14, 2019

### IFNA BOD Meeting

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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.

### Core Values:

The International Family Nursing Association embraces a compassionate family focus on health, social justice, human dignity and respect for all.

Attendees:	Kathy Knafel, Sandra Eggenberger, Wendy Looman, Veronica Swallow, Jane Lassetter, Sonja Meiers, Lindsay Smith, Marie Louise Luttk Staff: Debbie Zaparoni, Beth Kassalen
Unable to Attend:	Cristina Garcia-Vivar, Petra Brysiewicz, Veronica Lambert
Guests:	
Minutes compiled	Sandra Eggenberger

Agenda Topic:	<b>Welcome / Announcements Board Engagement (S. Meiers)</b>
Announcements / Acknowledgements / Discussion:	<p>Jane Lassetter (JL) was inducted into the American Academy of Nursing (AAN) and IFNA recognized the event. Sonja Meiers shared thank you note from JL. June Horowitz was a sponsor. Jane has also joined the AAN task force about the treatment of refugees and waiting to hear more information. There appear to be aligned interests between IFNA and AAN. Shelia Tlou was a keynote and Regina Szyllit was at the conference and Taiwanese and Japanese IFNA colleagues were also inducted. Erla Svavarsdottir from Iceland is also a FAAN.</p> <p>A PhD student of Kathy Knafel's who is active in IFNA has been recognized by the Cystic Fibrosis Association for her work with families. Kathy Knafel will inform Janice Bell and Communications Committee of this recognition.</p> <p>A new summer school opportunity is occurring in Sweden with a 3-week program for students in family health and family care. This will be the 2<sup>nd</sup> year. Feedback from students who attended last year was very good. It was attended by international students. Thanks to Marie Louise Luttk for working on the opportunity. Sonja Meiers asked if during the conference there could be a video greeting from IFNA. This was agreed upon and will be worked on.</p>

Agenda Topic:	<b>Approval of prior minutes (S. Meiers)</b>
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Motion to Approve	Kathy KnafI suggested a change in October Board of Directors (BOD) minutes with addition of a statement by treasurer Kathy KnafI of clear concern about financial status and making a hotel commitment for next conference. Jane Lassetter moved to approve minutes with this revision and Veronica Swallow seconded with unanimous approval.
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Agenda Topic:	<b>Portuguese Family Health Nursing Conference (Sonja Meiers)</b>
Discussion:	An update on membership opportunities was presented as Sonja Meiers attended the Portuguese conference. Despite the language barrier there was progress in discussions about their role within IFNA. With Family Health Nursing being strong all will move forward pursuing some type of partnership to encourage Portuguese IFNA members to be active IFNA committee members. This group plans to be present in Dublin at IFNC15.

Agenda Topic:	<b>Financial Board Report (Kathy KnafI)</b>
Discussion:	<p>As of October 31, 2019, total assets are about 74K which are 22K less than last month. IFNA net income to date is almost 265K; expenses have been 318K. With anticipation of no major income in the last two months of 2019, IFNA expenditures have exceeded our income by about 54K despite 2019 being a conference year. Our major remaining expenses will be about 10K in management fees. Anticipate ending 2019 with 64K in total assets while 2018 (a non-conference year) closed with total assets of 124K and 2017 (a conference year) with total assets of 159K. Given the anticipated up-front costs for IFNC15, there is a concerning financial picture, especially in terms of being able to support any member-initiated projects. Treasurer and KME accountant(s) are working to develop a more detailed end-of-the-year report, including 2020-21 projections for income and expenses, which Kathy KnafI will present at the January BOD meeting with a more in-depth discussion at that meeting.</p> <p>The income at end of the year will be substantially lower than in previous years. This affects the RAC as there was an idea that there would be a cushion of funds that we could use to support projects. We need to have more concrete numbers to know what those opportunities may be and it appears there will be challenges on the horizon.</p> <p>At prior BOD meeting discussed need for a board liaison for the Conference Planning Committee who was dedicated to be tasked with the budget for the conference. Kathy KnafI will serve in that role. The thoughts are that we can look at trends and cost savings opportunities based on our experiences in Washington DC. Kathy suggests that there should be more definite spending limits on speakers and other items since we have the hotel expenses firmed up. Deb Zapanoni will send an email to Veronica Swallow and June Horowitz to indicate that Kathy KnafI will serve in this capacity.</p>

Agenda Topic:	<b>Impact of Planetary Health on Family Health (Wendy Looman)</b>
Discussion:	<p>The Board of Directors (BOD) is planning to make a statement, as requested from the IFNA Communications Committee.</p> <p>At the last BOD meeting, Wendy Looman (WL) agreed to draft next steps/action items for the Board to consider. The proposal has been sent to the BOD. This document was requested by the Communication Committee.</p>
Follow up:	<p>WL has resources from her school which is working in the area of planetary health and its effect on family health.</p> <p>Since the last meeting, WL connected with Katie Huffling who is an expert in planetary health. She is a DNP student at University of Minnesota who has a requirement to work with an organization as part of her programs; this organization could be IFNA. She needs experience in moving a position statement through committees and bringing it to market. If the board agrees to have her work with us, Wendy will connect her with Janice Bell and the Communication Committee. BOD agreed with this direction and make IFNA more visible in caring about our planet and address current concern. This follows the mechanism that is laid out in IFNA's policy and procedure for creating position and/or issues statements to coordinate and serve the organization as a whole.</p> <p>Debbie Zaparoni questioned if we still need to distribute a statement while this is in progress as it appears this was Communication Committee (CC) request. However, the BOD decided to await any statement until WL discusses with the CC.</p> <p>Veronica Swallow and June Horowitz have discussed a theme for the next conference, so Veronica is grateful for the document and discussion as it will be useful for future dialogue. Several people agreed that Katie should be considered for a keynote or expert lecture for the upcoming conference.</p>
Person Responsible:	<p>Wendy Looman will follow up with Katie and keep the BOD and the Communication Committee informed and reach out to Education, Research and Practice Committees to consider new directions.</p> <p>Wendy Looman asked the BPD if the position paper or issue statement was the best route. Sandra Eggenberger noted that IFNA needs to carefully follow the procedures outlined in IFNA policy statements.</p> <p>The board unanimously agreed to create a position paper on the impact of planetary health on family health. Wendy Looman will also include Katie Huffling be part of the process as a non-paid consultant. The BOD had consensus approval with hopes that she would be a future IFNA member.</p>

Agenda Topic:	<b>Strategic Planning</b>
Discussion:	<p>Discussed findings from BOD survey about what we accomplished in our 2016 – 2019 IFNA Strategic Plan. Goal today is (a) to decide if we need more information from beyond the BOD and (b) decide next steps for setting 2020-2023 Strategic Plan and persons responsible.</p> <p>The numbers of the survey have been compiled by a mean score from the board members survey results on a scale of 1-5. We had 13 of 15 responses including the board members who were elected most recently. For the survey 1 “not at all” and 5 “fully achieved”. All of the goals had variable number of achievements. The “not familiar with this area” was not included in the scores. The variability of the responses speaks to the different way that people see what achievement means. Kathy suggested that these areas that had a wide variability of the responses, the committees could look at these results and have some ideas for their goals to move forward. Some of the goals are aspirational rather than measurable. This might be viewed as positive; with aspiring approaches in mind the results looked strong. In every goal there was one or two areas that were scored strongly. This might help us with the strategic planning and allow us to be aspirational in setting goals, by still making the goals achievable.</p> <p>Although the financial outlook can be viewed as bleak the RAC committee has done a great job and the board has a realistic assessment of the financial state. Many areas are doing moderately well, but work remains in others.</p> <p>Beth Kassalen noted that we asked the board for their input and we will ask the committees for their input, but questioned if will we ever ask the membership? Discussion occurred about the membership having different levels of information, so it may be helpful to share a summary and inform them about the strategic plan. Beth asked about doing a needs assessment. Sonja suggested that with the summary, there be a broad needs assessment done. This may be a good way to hear members’ thoughts on how the organization has been doing over the assessment period. Beth suggested that a review is good, but with things moving so quickly that assessing the needs and moving forward is a good way to go. Along with the needs assessment, Debbie suggested that we include the business meeting slides from DC. The BOD suggested that appropriate action to take at year end.</p> <p>The BOD reviewed the survey results.</p>
Follow up:	<p>The results of the survey that are relevant to each committee will be shared with them. Kathy suggested that the entire report be shared with each committee to get a big picture view and ask them to focus on their specific goal. Kathy Knafel suggested that the document be shared by the committee liaison providing some context and directions for responses to their goal results. The liaisons will bring back the report to the board. Sonja Meiers wondered about contacting the committees and asking them for questions if they want to be included in the survey to membership. Beth asked that BOD decide if the board is working on a strategic plan or if they are working on a needs assessment. Overall thinking was that perhaps we start with the strategic plan and then move to a needs assessment into next year. Since there is a lot of work to do in terms of financial viability Kathy Knafel suggested that we paint a very real picture of our financial state with the report to the committees.</p>
Person Responsible:	<p>Debbie will send the report with a cover memo to the committees with specifics of what we expect and need from them. Sonja Meiers will assist in the directions in the memo. The liaisons will be cc’d on the message and report back to the board the outcome of the discussion of the goal by the committee. In the future the board will construct a needs assessment.</p>
Deadline:	<p>BOD will request feedback by February and/or after their next meeting. In December, the BOD will begin drafting a strategic plan and make edits and feedback as obtained.</p>

Agenda Topic: 0915-0930	<b>Membership Dues increase / 2-year Membership</b>
Discussion:	<p>Current State of Membership - Memberships goes up and down depending on a conference year with a current membership number of 465. Since IFNA’s incorporation (2009), annual</p>

	<p>dues have remained the same. The purpose of membership dues is to offset organizational expenses, receive benefits that are not available to nonmembers, helps to collaborate in order to achieve the vision and mission of the organization. Question was posed: does that vision speak to an international community?</p> <p>Next steps – Do we eliminate the 1-year membership option and only offer a 2 year membership to defer the downturn of the membership on non-conference years? Board members agreed that eliminating the one-year option would deter some from joining.</p> <p>Jane Lassetter moved there be a modest increase in membership dues for IFNA and not require a two-year membership. Veronica seconded. Discussion: Kathy stated that a 25% increase would be \$25. Jane suggested we increase now and make a statement that the dues would increase based on cost of living increases in the future. This seems to be variable country by country and wouldn't necessarily allow the organization to increase the amount that they would need in the future, if it was a set amount. Other organizations managed by Kassalen increase dues by bringing it to a vote of the board based on the organization's financial needs. Messaging along with a modest increase would be appropriate as we have discussed this and followed the by-laws.</p> <p>Lindsey Smith suggest that the one-year membership increase a full 25% and the two year would go up a little less. The other thing the emerging country numbers are a little low, so maybe we would consider those dues a little less. The difference between the currency rates can vary quite widely. Debbie agreed with the two-year increase being a little lower. Kathy stated that we would need to look our specific numbers.</p> <p>Sonja Meiers called for vote on the modest increase to dues, without the change to have only a two-year membership. Motion passed.</p> <p>Jane Lassetter moved that membership increase \$25, second by Kathy Knaf. Debbie clarified that the increase is only going to the 1-year membership with proportioned increase for the 2 year membership. Approved. The other membership levels will remain the same for now with possibilities of revisiting in the future.</p>
Follow up:	May revisit other membership levels in the future.
Person Responsible:	Debbie Zaparoni will make the changes to fees promptly.

Agenda Topic: 0930-0932	<b>Awards Committee (Marie Louise Luttk)</b>
Update	No Update

Agenda Topic: 0932-0934	<b>Bylaws Committee</b>
Update	No Update, targeted work at a specific time.

Agenda Topic: 0934-0936	<b>Communication Committee (Wendy Looman)</b>
Update	Committee has not met since last meeting. Next meeting November 21 <sup>st</sup> .

Agenda Topic: 0936-0938	<b>Conference Planning Committee (Veronica Swallow)</b>
Update	IFNC15 will be in Dublin Ireland June 28 – July 1, 2021 Save the Date sent out earlier this week. In the process of inviting committee members.

Agenda Topic: 0938-0940	<b>Education Committee (Sandra Eggenberger)</b>
Update	Next webinar is scheduled for January 14, 2020 – Developing Family Care and Communication Skills in Simulation. Planning an additional webinar for March 19, 2020 – Teaching Family Nursing to Nursing Students with a focus on Mental health/Psychiatry

Agenda Topic: 0940-0942	<b>Membership Committee (Cristina Garcia-Vivar)</b>
Update	The Membership Committee met the 14th of October. Discussion was about endorsement for 2 year membership and possibly multiple payments system (such as every 6 months) to reduce the financial burden of the one-time membership payment. Also discussion was about implementation of new graduate rate or transition rate with a Lower rate for new nurses. Next meeting: December 9, 2019.

Agenda Topic: 0942-0944	<b>Nominating Committee (Lindsay Smith)</b>
Update	The Nominating committee has not met since IFNC14. Their initial meeting is scheduled for February 2020.

Agenda Topic: 0944-0946	<b>Practice Committee (Petra Brysiewicz)</b>
Update	No update since last meeting

Agenda Topic: 0946-0948	<b>Research Committee (Veronica Lambert)</b>
Update	<ul style="list-style-type: none"> <li>• Planning for mentorship initiative ongoing</li> <li>• Research committee sent an email via IFNA Listserv to seek interest in forming a Family Dyad Research Cluster</li> <li>• The Research Committee just wanted to confirm with IFNA BOD if Cindy Danford has been confirmed as co-chair (Helene Moriarty is stepping down)</li> <li>• Board supports the addition of Cindy Danford to co-chair</li> </ul>

Agenda Topic: 0948-1050	<b>Resource Advancement (Kathy Knafli)</b>
Discussion:	The RAC has not met since the October BOD meeting. However, the leadership team (current co-chairs Linda Young and Susan Sullivan-Bolyai and past co-chair Jan Deatrck) have been busy completing follow-up work for IFNC14 and launching a new initiative. Following BOD support for pursuing development of IFNA branded items at the September BOD meeting, RAC co-chair Susan Sullivan-Bolyai has taken the lead in conferring with faculty at Rhode Island School of Design (RISD) about possible next steps. Following discussion other members of the RAC leadership team (L. Young, J. Deatrck) and BOD liaison K. Knafli decided that a logical first step in developing IFNA branded items would be to engage students in designing a “reinterpreted” IFNA logo. Student engagement would take the form of a contest and contest guidelines (see below) have been developed. Through contacts at both RISD and the Art Institute of Chicago, plans are in place for promoting the contest. RAC members will judge entries and recommend a winner to the BOD. Susan Sullivan-Bolyai has generously offered to finance the 1K award going to the contest winner. The timetable for the conference (call for submissions, judging, and announcement of a



winner) is being finalized. Susan is also taking the lead in developing an application to Talbot's Charity by Design program that works with associations and foundations to develop merchandise with the association's logo. For example, they worked with the Komen Foundation to design a silk scarf with the foundation's logo.

### Calling Art Students to Join Us in an Interprofessional Creative Process

The International Family Nursing Association (IFNA) is an organization that embraces a compassionate family focus on health, social justice, human dignity and respect for all. The nursing profession is an art and a science and we embrace interprofessional partnerships. We are looking for an updated and creative interpretation of our present logo (see below). The new logo would need to be printable on merchandise such as jewelry (bracelets, necklaces, brooches), scarves, mugs, paper weights, bookmarks etc. that we could then market, with funds going to support IFNA conferences, member initiatives and student involvement. The logo should remain recognizable, promoting our association's mission, with colors that are printable and bright. The rest is up to you! Please read below for more details regarding logo interpretative design, contest rules and submission requirements. We look forward to collaborating with you.

#### How to Enter the Contest

The contest begins on XX, 2020. Submissions will be accepted through xx, 2020. The winner will be announced xx 2020 and directly contacted by the association's Resource Advancement Committee Chair/Co-Chair via your email account. In order for your entry to be submitted and reviewed by our judges, all entries must be:

1. Submitted directly to Dr. Susan Sullivan-Bolyai: [susan.sullivan-bolyai@umassmed.edu](mailto:susan.sullivan-bolyai@umassmed.edu)
2. Submitted in their original source file and
3. Submitted as a high resolution .pdf with 300 dpi or higher.

#### Logo Requirements

- **Professional:** This logo may be featured on our website, our social media platforms and on merchandise (stationary, pamphlets, jewelry, bookmarks, scarves etc). As a result, while we want the logo to be eye-catching, it must still be legible. Keep in mind, we are family nurses.
- **Theme:** Logo must promote the mission of IFNA (embraces a compassionate family focus on health, social justice, human dignity and respect for all). The interpretive design should be universal in theme, and not nation specific. We are an international culturally diverse association with members from over 40 countries.
- **Color:** There are no limitations and any colors may be used. However, logo must look good both in color (if any) or black and white.
- **Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published and must be easily reproducible and scalable for large and small formatting.

#### Contest Details

A winner will be selected by the association's Resource Advancement Committee whose members include nursing faculty, clinicians, and graduate students from multiple countries. Contestants agree that IFNA may publish their logo and name and use the logo on the IFNA website as well as in advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to IFNA. Additionally, IFNA may alter, modify or revise the logo as it sees necessary to achieve the goals of the association. The Resource Advancement Committee reserves the right to not select a winner if, in its sole judgement, no suitable entries are received.

#### Prize

Contest winner will receive \$1000 check (and bragging rights!). Your picture, name and art work will be displayed on our IFNA website and at the summer of 2021 conference.

Board supports all of the ideas and is excited for this opportunity. Debbie clarified that we are not replacing the logo, it is a reinterpretation. We will continue to use exiting logo and may add the reinterpretation depending on the situation.

Agenda Topic:	<b>IFNA Foundation (S. Meiers, Ex-efficio, non-voting member)</b>
Update	Tabled.

Agenda Topic:	<p><b>Process Meeting:</b>  Discussion of: What went well? Liked the addition of goals in some of the sections. Adding the times to each section is also helpful.  What can we improve upon? Sonja Meiers worried that sometimes she may move the agenda along too quickly. Maybe start the meeting with pressing items and we can rearrange the agenda based on needs. May move some items up to the beginning of the meeting. We can do this with starting by approving the agenda.</p>
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**Reminders**

- Nursing Now Campaign

**Next Meeting**

December 12, 2019 8:00am – 10:00am EST