**Oregon Action Coalition Minutes**

**Communication Workgroup**

**June 1, 2016**

Present

Dana Bjarnason Jana Bitton Tonya Tittle

Jake Creviston Laura Dillard Kate Kaznowska

Unable to attend

Rachel Richmond Susan Bakewell-Sachs

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| Topic | Discussion | Action |
| Review Last Meeting Minutes | Minutes were reviewed. | * Jana continues to work on a program to display coalition member logos on the website.
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| Update from the OAC Steering Committee | Jana provided a review of the May 13, 2016 OAC Steering Committee. She reported that the NOB event has 45 attendees. Next steps after the conference will be building the toolkit and looking at opportunities for marketing, using social media, reaching out to retired nurses.Mallie, Jana and Jake will be attending a RWJ conference in Omaha this month. The conference will focus on the work regarding the culture of health/context and framework to advance nursing. Tom is interested in pursuing a culture of health webinar series. | * Information only.
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| Quarterly Newsletter | Jana and Laura reported that the newsletter has been drafted featuring Edward Brewington. A link to the national nurses on boards website was added.Jana found problems with the software we were using for the forms application therefore OCN purchased forms software so we don’t have to rely on free applications that may not be sound. | * To be distributed next week.
* Next newsletter due September 2016.
* Jana will update OCN/OAC forms today.
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| Nurses on Boards Conference Marketing Plan | All marketing plan actions are up-to-date with one last email about registration to go out tomorrow.Press releases have been completed.Jake and Kate have worked on an evaluation survey that is ready for Gladys’ approval. | * Everything is ready to go.
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| Speaker’s Bureau/Letter to Groups | Dana asked if anyone would be willing to take our current speaker’s bureau PowerPoint and add the culture of health content to it in preparation for our communication to stakeholders about IOM-FON presentations for their groups.Deferred to July: Jana will follow up next month about some ideas about some potential updates to the speaker’s bureau section of the website. | * Jake will contact Renee Menkens about working with him to update the presentation. Jana will assist.
* Jana will bring proposal about the speaker’s bureau appearance on the website to the June meeting.
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| Portland VA Nurses Week Event | Jake and Kate attended the event and reported good interest and names were added to the newsletter distribution list. A potential volunteer for the Education Workgroup was identified. | * Information only.
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| NWOne Conference | Jana reported that she and Kate attended as OCN/OAC and signed up several new newsletter recipients. | * Information only.
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| Leadership Workgroup Meeting | There does not appear to be a need for a co-meeting. | * Resolved.
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| KABU Interview Opportunity | Chris Wallace, OSNA president has been working to get this interview about the work of the OAC scheduled. Jana reported that the interview will occur on a Friday in June if anyone is interested in participating with her. | * Information only.
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| Presentation Opportunity | Jana reported that Virlena Crossley has requested a presentation for her business administration class at Linfield College in December 2016. | * To be scheduled.
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| OAC Website | Jana asked for discussion about the need for a stand-alone website for the OAC versus a combined OCN/OAC site.While there has been a desire for a stand-alone website, there may be benefits from a comingled presence including the work effort that would be required to manage two websites effectively.Kate remarked that in her searches she has found several nursing organization/associations with outdated websites. | * Add to OAC Steering Committee agenda for discussion/decision.
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| Next meeting | Next meeting 07/06/16.Call-in number: 1-866-730-7514PIN: 459598# | * Information only.
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FY 2016 Goals Communication Workgroup Goals

* Update OAC Steering Committee Membership List by February 2016
	+ Done May 2016
* 50 coalition members by December 2016
	+ Jana to provide update in July 2016
* 20 IOM-FON presentations by December 2016
	+ Oregon Student Nurses Association (February 2016)
	+ Oregon Nurses Association (April 2016)
	+ Northwest Organization of Nurse Executives (May 2016)
	+ Veteran’s Administration Nurses Week (May 2016)