**Oregon Action Coalition Minutes**

**Communication Workgroup**

**September 22, 2015**

Present

Jana Bitton

Rachel Richmond

Judith Ulibarri

Christine Woolsey

Unable to attend

Susan Bakewell-Sachs

Dana Bjarnason

Carl Brown

|  |  |  |
| --- | --- | --- |
| Topic | Discussion | Action |
| Update from the OAC Steering Committee | **SIP Grant Update:**  RWJF is still asking for budget revisions, but no firm answer if grant has been awarded. There will be some restructuring among the Leadership Workgroup and the Nurses on Boards task force to help streamline decision-making. More information on that to come when information is available. Discussion took place at the SC meeting on each of the grant objectives. Communications Workgroup will have a key role in the implementation of the grant, particularly around website development and collateral publication creation.**Crosswalk Update**: At the Steering Committee meeting, Susan discussed taking the project to a higher level to get better information using the available resources.  | * Information only.
 |
| Use of and Clarification about mission, purpose and elevator speech | Discussion focused on not wanting to continue to reinvent the messages already created. Reviewed documents created to recruit Steering Committee members.  | * Take messages to the next level by communicating as part of other nursing related events, or hosting an “information night.”
* Suggested events: OSNA spring event, nurse’s week activities, Holistic Nurses conference, etc.
 |
| Quarterly Newsletter | **Quarterly Newsletter:** Newsletter design and format was approved by the committee. Fall Newsletter should be distributed the week of October 5.Future distribution dates were discussed. Tentatively planning on December 2015 (winter), March 2016 (spring), July 2016 (summer), November 2016 (fall)  | * Jana to talk with Tom regarding mailing list and distribute newsletter the week of October 5
 |
| OAC Mailing List | Tom asked at the Steering Committee meeting to clean up mailing list before turning it over to anyone else. | * Jana to follow up with Tom about obtaining email list.
 |
| OAC Web Page Updates | Jana showed the updates done to the OAC web page, including better descriptions of the workgroups and a clear way to get involved. | * Information Only
 |
| Slides for Presentation | Posted to the website. Rachel has used PowerPoint presentations in her leadership classes with success.  Presentations using the PowerPoint that have taken place in 2015:1. Oregon Student Nurses Association Executive Meeting (Jana)
2. Migrant outreach (Rachel)
3. OHSU Leadership Class (Rachel)
4. Holistic Nurses (Christine)
 | * Looking for more opportunities to share the PowerPoint (see mission/purpose/elevator speech above)
 |
| Coalition Memberships | Noted the membership application on the website. New members can be encouraged to join at information sharing events.   | * Need more information on how many people/organizations have submitted applications?
* Benefits of membership?
 |
| Next meeting | Next meeting 10/20/15Call-in number: 1-866-730-7514PIN: 459598# | * Information only.
 |