**Oregon Action Coalition Leadership Workgroup**

**Meeting Minutes**

**March 8th, 2016**

**10:00am – 11:00am**

Presiding: Gladys Campbell

Recording Gladys Campbell

Present: Tom Engle, Jake Creviston, Holly Fay, Renee Menkens, Gladys Campbell, Kelly Fox, Jana Bitton,

 Michael Polacek, Christy Cowgill

Absent: Jennifer Feeney, Lance Cook, Cindi Warburton, Tamara Rose, Trish

 Rojas, Carol Reitz, Rebecca Silva

Guests:

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| **Agenda Topic** | **Discussion** | **Decisions Made / FollowUp** |
| Welcome, Roll Call, welcome and introduction of any new Members | Gladys provided a roll call and welcomed the Leadership Workgroup members. A review of our SIP grant priorities was provided on the agenda as a reminder and point of focus for the group. * Provide key criteria and qualifications to guide the selection of staff person to be hired to address the required deliverables of the grant
* Plan a conference to provide education related to the qualities necessary for the successful board trustee. This work should include the title of the conference, a decision on if this would be a didactic or workgroup type of a meeting, and a decision about the attendees – should the conference be open to all who are interested or by invitation only. This conference is to be a “culmination” event occurring towards the end of the grant period.
* Identify which Oregon nurses on working on the National Nurses on Boards Coalition – 10K Nurses by 2020
* Create a two-tiered directory of boards that would benefit from nurse trustee membership. The first tier to be health care specific board such as CCO and health system boards. The second tier boards are to be identified.
* Create a directory of nurses who desire to be on a board, and determine if all interested can be included or would this list require an application.
* Identify existing board training programs
* Identify organizations that are making policy decisions that may benefit from nursing input
* Identify barriers to board service that nurses face
* Create a mentorship plan for nurses desiring board service that would compliment trustee education.

These focus areas will be viewed as the workgroup’s “marching orders” unless otherwise directed by JanaJake provided the following amendment to the November Leadership Workgroup Minutes:* “Jake suggested that we add PR/Communications as an additional focus area for the Leadership Workgroup.”
 | **FOLLOW -UP:**  |
| Focus area #1 – Guide the selection of a grant staff employee* Update from Jana on candidates and the interview process

Any next steps that Jana/OCN needs help with | Jana provided an update on the staff hiring process. A decision was made that the second candidate that they were pursuing will not work out so the interview team is starting over. The good news is that there are about 7 new resumes from people interested in the job. Jana taking a hard look at the work-plan to help focus on what a “best” candidate would look like. Jana will try to narrow the candidate group to one or two people based on telephone interviews. A key challenge is the pay range for this job, so Jana will also be reviewing the grant to see if a higher salary could be accommodated if money could be moved around a bit. The hope is to bump the salary to $32/hr. A quarterly report on our grant work is due to RWJ in mid-April which is only 6 weeks away. Given this, Jana would like to begin some additional grant work now. This agenda item was added to the end of the agenda to accommodate Jana’s request  | **DECISIONS / FOLLOW – UP:**The search committee will begin a renewed search with review of the applications of 7 new candidates. Jana will narrow the interview field to those whose applications identify them as strong potential candidates for the job. Jana will continue to report on the hiring process to the leadership workgroup.  |
| Focus area #2 - Plan a conference to provide education related to the qualities necessary for the successful board trustee. * Progress Report on planning for the 1st conference:
* Selected Date
* Selection of Speakers
* Selection of Site
* Registration Fees

Next Steps for first conference:* Review/Approval of communications flyer
* Description of online registration process
* Marketing plan
* CEUs?
 |  Gladys provided an update on the decisions made related to our conference planning which included:* Date June 9th
* Keynote speakers selected and secured
* Draft advertising flyer completed
* Registration fees, $80 for general registration, $25 for students
* Location, University of Portland

Next, the group reviewed the marketing flyer for the June conference with the following in put:* Good image, good color choice
* Jake questioned if an apostrophe in one area of the flyer – Jana will review this
* It was confirmed that the registration fee for general registration is $80
* It was confirmed that the program will be from 8 – 4:30 with 8 – 8:30 as a registration and sign-in time.

Tom Engle made a motion to approve the flyer with a second by Kelly Fox. The flyer was then unanimously approved by the workgroup.  CEUs – Jana reported that we can get CEUs but it would cost around $275. The group was asked if the CEUs were worth the cost and effort? No one thought that CEUs were essential, so the decision was made to give educational contact hours only and NOT give CEUs. A request was made that we consider having the reduced registration rate apply to both students and retired persons. After discussion the group decided to not extend the reduced rate to retired persons. Jana and Jake presented the Communications Workgroup’s Marketing Plan for the conference. Key points of the plan included:* A distribution list for advertising
* Options for nurses week participation
* Publication of the event to Nurse.com or the Oregonian
* Publication of events to employer newsletters
* Key individuals to communicate about the event at specific organizations
	+ The following individuals either volunteered or were volunteered to be the marketers to organizations:
		- Providence / The spirit – need a volunteer
		- OHSA – Dana
		- Legacy – Jake
		- Salem – Michael
		- Student Nurses – Lance
	+ It was emphasized by the marketing plan that communications both verbally and by email need to be sent out repeatedly not just once and that communications should include the registration link

Tom suggested that we create collateral information either through an email or a document that will to go out with the flyer that provides deeper information about the content of the workshop and what participants will get out of attendance. Jana will craft that information and finalize the registration link. She will send that information to all members of the committee so that they can use this information in their emails to disperse the advertising flyer. We are currently booked for a room Franz Hall at UP. This room holds 50 people. The group asked Jana to explore room options that could go up to 80 people. The preference would be for a room with movable chairs, but all understand that this may not be possible.  | **DECISIONS FOLLOW –UP:** The workgroup approved and finalized the advertising flyer for the nurses on boards workshopThe workgroup decided to provide contact hours but NOT CEUs to participants in the workshopThe group decided to NOT extend a reduced registration rate to retired nursesThe following volunteers agreed to be point persons for communication with specific organizations:Legacy – JakeSalem Health – MichaelGladys will ask the following persons to be communication leads:OHSU – DanaStudent Nursing Association – LanceJana will create collateral communication that can be used in all emails that are used to distributed the workshop marketing flyer.Jana will investigate the possibility of getting a room that could hold 80 people at UP for our workshop.  |
| Joint meeting with Communications Workgroup related to marketing plan | We had planned to have a face-to-face meeting with the Communications workgroup and this was planned. Given that Dana and some other key individuals will not be able to attend this meeting, and given that the OAC steering committee meeting for this date is cancelled, the group make the decision to cancel our March joint meeting with the communications workgroup and to reschedule for April.  | **DECISIONS / FOLLOW-UP:**The March joint meeting of the leadership and communications workgroups will be cancelled. Gladys will look to reschedule this meeting for April after the OAC Steering Committee meeting.  |
| Focus area #1 -  | Jana requested this addition to the agenda. Jana, given the unexpected delay in hiring a grant staff person, felt the workgroup should begin more of the grant work now. Specifically Jana would like us to begin to focus on:* Creation of the two tiered health care board lists that defines priority boards that we believe would benefit from having a nurse trustee. Michael will begin this work
* Search for and define existing board training programs. Jake volunteered to do this work.

Jana will work with both of these volunteers.  | **DECISIONS / FOLLOW-UP:**Michael agreed to begin the work of creating a two tiered board list of those boards that would benefit from a nurse trustee.Jake agreed to search for and define existing board training programs |
| Announcements – Closing comments | No final announcements were made  | **DECISION / FOLLOW-UP:** |
| Adjournment |  Gladys adjourned the meeting at 11:00am – thanking attendees for their continued participation and support.  | **DECISIONS / FOLLOW-UP:** |