

December 8, 2023 Noon

Members in attendance:

Jenn Craigmyle
Shirley Daugherty
Liz Holakiewicz

Members Absent:

Susan Burke
Tiffany Lightfoot

Reviewed and Approved Minutes from September meeting

1. Newsletter: Deferred as Tiffany is absent. In follow up by phone with Tiffany the following was determined.
 - Newsletter was completed and approved for publication but we have not seen it. Need to doublecheck that it was published.
 - Folder for newsletter is on google drive, please check to see if you are able to access it as committee member. It is separate from the outreach folder.
 - Board requested the newsletter every 1-2 months. Will check to see if we can't just make it every 2 months so it is on a schedule.
 - Tiffany will provide an updated calendar for the columns we as a committee are producing: crash cart update, member spotlight, member benefits, book review.
2. Survey prepared by Susan and Tiffany
 - Survey has been tabled based on our last meeting with Colin. Focus on members and retention.
 - Harness retirees for mentoring. lower membership rate?
3. Collaboration with other member organizations: Reviewed contract with CMSA and develop process for managing items listed.
 - Will work on solidifying process of addressing items in the CMSA contract prior to engaging other organizations ie AALNC, ARN
 - Jenn has a power point on life care planning that can be used as a starting point for a life care planning presentation for use with CMSA and other groups either for a conference presentation or for educational presentation. Jenn, Liz and Shirley will work on this.
 - Need clarity from EB what parts of the contract with CMSA we should manage and who will manage the totality of items to assure there is nothing missed.
 - Reviewed EB correspondence re budget for conferences/marketing. I have emailed Misty re Cert Board's desire to collaborate in our efforts. Concerned about paying a marketer to do this as we believe a NLCPer should be there to answer questions and engage the nurses
 - Discussed how to assess return on investment in these efforts. They scan a bar code at conference which gives them info on the person who stopped by. Perhaps we could have a sign in that asks how you learned about AANLCP and the provide CMSA conference as a button among others.
 - What is the best system of intake for an individual to access our website for webinars etc.?

- Discussed marketing materials for use at conference. Jenn recommends Upwork contractors for this type of project. They are very reasonable. Materials can be paper or digital.
4. Membership: Review action items from meeting with Colin on membership reports available.
 - Ask Colin about forcing an update of a member profile each time their membership renews.
 - We need to make sure that the member profile includes what other membership organizations they belong to so we can use this to id persons in proximity to conferences or other areas where marketing needs to occur.
 - Follow up with Colin for membership reports(Liz). Is the EB board doing this? What should be our role.
 5. Items for collaboration with executive board
 - Clarify with EB what parts of the contract with CMSA we should manage and who will manage the totality of items to assure there is nothing missed. Erin and I will meet with them quarterly.
 - Budget for outreach to other organizations?
 - Discuss collaboration with the cert board in our marketing efforts.
 - Develop a system for determining ROI of marketing efforts
 - Member profile management with renewal of membership: profile to include information on what other organizations member are involved in and maybe to what degree ie committee member, board member, general member options.
 - What kind of materials can be developed for use in marketing at conferences
 - Clarify role of EB on membership issues: we need to get reports on membership.

We are putting together a power point presentation Life Care Planning 101 for CMSA conference (June) and will see about getting on the agenda.

Will review articles from our journal to determine which might be useful publication in CMSA journal

Discuss with Colin linking from our site to CMSA and vice versa

Discounts for their members to attend our webinars, what are they and how to best implement?

You can access the outreach committee email account here:

<https://webmail.aanlcp.org/>

user: outreach@aanlcp.org

password: OutRe@ch