

Outreach Committee

Meeting Minutes

04/06/2023

- I. Introductions
- II. Members
 - a. Liz Holakiewicz
 - b. Shirley Daugherty
 - c. Susan Burke
 - d. Tiffany Lightfoot
 - e. Jenn Craigmyle
- III. Brainstorming
 - a. What are our goals?
 - b. How to address the declining membership?
 - c. Member Spotlight
 - d. Monthly Blog (what's the goal for the blog)
 - i. Products for sale
 - ii. Upcoming events
 - 1. Webinars
 - 2. CNE's
 - iii. Member Spotlight
 - iv. Featured Book Review
 - 1. Chapter Reviews?
 - v. Blog about the benefits of the association
 - 1. How to access the lifeline mentorship
 - 2. How to access the journal
 - 3. Do you know what's on the crash cart
 - 4. Do you know how to find and use ODG
 - e. Getting the benefits of the association (high level information on the website)
 - f. Expanding marketing
 - i. Legal nurse groups
 - ii. Rehabilitation nursing (e.g. certified rehabilitation nurses conference)
 - iii. Case Management groups
 - iv. Physical Therapy/Occupational Therapy Groups (educating them on alternative career paths)
 - v. Education programs for life care planning
 - g. Education of Role and Function to promote recruiting members
 - h. Identify what members participate in other ancillary groups
 - i. How to use membership to train nurses to initiate conversations and empowering them to understand the role of the organization and also to be aware of the resources and benefits of membership
 - j. Budget requests:

- i. Advertising in journals
 - ii. Having a booth at other conferences and handouts (e.g. pens etc)
 - iii. Travel
 - k. Upcoming Ancillary Conferences
 - i. CMSA June 2023
 - ii. Rehabilitation Nursing? (check email from Liz)
 - l. Mentorship Program
 - i. Jenn will ask Erin about
 - m. Membership satisfaction of current membership
 - i. Surveys?
 - ii. Previous members
 - iii. Request list of last years members
 - iv. Identify those who did not renew and reach out to them
 - v. Reaching out to new members
 - n. Increasing awareness of AANLCP to nursing members of other organizations e.g. IARP
 - i. Graphic designed flyer
 - ii. "Why we are members of AANLCP"
 - iii. Strengthening the methodology of nurses
- IV. Addressing activities and responsibilities of the committee
- V. Questions for EB
 - a. Priorities for the committee with consideration for it's relaunch
 - b. What specific things do they want us to provide information about the association to new members