

RNAO Windsor- Essex Chapter Executive Meeting Minutes

Wednesday December 12th 2012 ~ 18:30-20:30

Location: Essex Golf and Country Club, LaSalle

Meeting over dinner

Attendees: Jen, Alaina, Lynda, Dana, Veronika, Amanda, Kelly, Kim, Jaclyn, Megan

Regrets: Crystal, Pat, Carolyn

Welcome and Introductions: Meeting Commenced at 19:00

Budget Update

Veronika provided the account balance as of Dec 11th 2012 (\$1248), as well as a summary of account activity including expenses to be paid and expected income by the end of December. The estimated account balance by Dec 31st 2012 is \$1997.74. Veronika also reviewed the tentative budget plan for next year, as based on a 900 member budget plus developmental funding. The estimated income is \$3600 plus developmental funding, and estimated expenses are \$3557. We will be continuing to submit requests for developmental funding in the New Year. Home office has also provided us with proof of non-profit organizational status, so Veronika will provide this to the bank as requested.

Social Media Update

Alaina has continued to update the website and Facebook page. She provided a Website Summary Report for November 2012. We are proud to announce that the website goals for January 2013, have already been attained! Alaina is seeking feedback on the Facebook page. Please email Alaina if there is anything you would like add or have posted on the Facebook Page. See www.windsorsexrnao.org for all monthly summary reports.

Website Summary Report for November 2012

The website summary was reviewed, reflecting on goals to be attained for January 2013. We've had a total of 14, 566 Page Views since the website launch, exceeding our goal of 12,000! There were 1094 reported Page Views for November, an increase from October (1041). We will continue to work towards increasing the Average Visit Length to 1:05 (November : 0.52). A new goal for our social media is to achieve **100 Website Facebook Likes by March 2013**. Through Facebook, Alaina has invited both WRH & HDGHB to like our Facebook page.

Region 1 Facebook Page

It was recommended that Facebook updates regarding upcoming events, be done on a monthly basis. Alaina noted that she is collaborating with Michael from the Chatham-Kent Chapter on the Region 1 Facebook Page.

Twitter

It was suggested that Twitter should be used for specific updates such as local events only.

Action Item: Alaina to post a poll on the Facebook Page inquiring about the use of Twitter as a social media outlet for this chapter.

We discussed various approaches to increasing the use of the website and Facebook Page. The following suggestions were made:

- create a flyer to be posted at the hospital and in community agencies advertising the website and Facebook Page
- distribute touch-screen pen key fobs with website and Facebook Page addresses printed on them (targeting smart phone users)
- connect with the professional development committees at the hospitals
- contact and collaborate with a social media consultant or RNAO home office support (Neil Harper)

We will continue to monitor the Website Usage to determine necessary strategies.

Fall Event Debriefing

RNAO Chapter of the Year Submission

Submission for the Windsor-Essex Chapter has been completed on time for 2012. Thank you to everyone who provided feedback and suggestions for improvements to the material.

Professionalism Across Disciplines

The Professionalism Across Disciplines event on December 6th was very successful. A recorded 93 people were in attendance. We were pleased to host Denise Koster, who gave a stimulating presentation on bullying. The event was an excellent example of collaboration between disciplines. A suggestion was made for future events to include a post- event survey or open forum to help gather input for event evaluation.

Action Item: Kelly to send Alaina the PowerPoint slides from the speakers to be shared on the Windsor- Essex Chapter website.

Winter Event Planning

Winter Newsletter

Jen advised that a draft of the newsletter will be sent out soon for review.

AGM Resolution

Dana submitted a resolution on behalf of the Windsor-Essex Chapter. She also provided a copy of the submitted resolution.

Action Item: Alaina to add resolution to our website under Policy & Political Action.

RNAO AGM

Details: April 11th-13th 2013 in Toronto

RNAO Home office has informed us that we have earned the right to send 5 delegates from the Windsor-Essex Chapter to attend the AGM this year. Volunteer attendees are as follows:

Delegates: Amanda, Veronika, Kelly, Dana, Jen

Alternates: Chrystal, Kim, Linda, Alaina

Promo Photos of Members

We would like to attain promotional photos of members to use instead of stock photos. It was agreed upon that a photographer will attend the Complementary Therapy event in March and Mini AGM event in April. A recommendation was made to designate an area for photography, as well as photograph members in action at both events.

Complementary Therapies Event

Jen has been collaborating with Kim Watson, president of the Complementary Therapies Nurses' Interest Group (CTNIG), to organize an inter-professional Complementary Therapies event. The event would include interactive exhibits providing education on various complementary therapies. Kim has suggested Hospice as a possible venue. Amanda has offered to collaborate with Kim.

Action Item: Jen to connect Amanda and Kim.

Exercise Charity Event in February

We are planning an Exercise Charity Event in February (Heart Month) to engage chapter members and to raise money for the Train a Nurse in Ghana initiative. It was discussed that the event should be held at a neutral venue such as a community center. Attendees would have the opportunity to participate in an activity such as *Zumba* and/or Yoga. It was suggested that we challenge RNAO Home Office to match the funds we raise at this event. The event will be open to chapter members as well as the public.

Action Item: Kim to research a venue and instructor for the event

Action Item: Alaina to add an icon (such as a thermostat) to the website/ Facebook Page to indicate progress towards our fundraising goal for the Train a Nurse in Ghana initiative.

Mini AGM

With the increased interest expressed by local Chapter members to be involved in RNAO, and with a healthy and thriving Chapter Executive; the group decided to provide more opportunities where all Chapter members can come together. We will be hosting a Mini AGM on Wednesday April 24th 2013 at 19:30 to engage General Members in discussion about the RNAO Windsor-Essex Chapter. It was suggested that the event be held at Armando's Restaurant and include coffee, tea and desserts. All Windsor-Essex Chapter General Members are welcome!

Action Item: Kelly and Chrystal to be the leads on this fun event.

Recognition Event

An idea was brought forth to organize an event to recognize the contributions of clinical instructors, preceptors, lab mentors and lab technologists. The event would also be used as a forum to address bullying in the workplace and the instructors' role in creating a safe learning environment for students. It was suggested that Denise Koster be invited to give a presentation, as well as a representative from the CNO to discuss practice standards. We are considering June as a possible date for the event. A recommendation was made to reach out to hospitals and community placements to promote involvement and to collaborate with Sigma Theta Tau – Tau Upsilon Chapter.

Action Item: Jen to contact Sigma Theta Tau to see if they are interested in collaborating.

Round Table

Jen expressed how great it is that we have had a significant increase over the past year in attendance at our monthly Executive Meetings. This shows that the Chapter is thriving and that more nurses in Windsor-Essex County are eager to get involved in RNAO. Jen did also raise the concern that food costs associated with Executive Meetings has also increased. The group had an excellent discussion regarding fiscal responsibility concerning chapter funds. It was noted that the Windsor-Essex Executive has always been fiscally responsible and transparent with funds. Our experienced treasurer does a great job managing our account, tracking transactions and reporting updates at each monthly meeting. It was also noted that our yearly budget does include funds for Executive Meeting refreshments. Lastly it was discussed that providing food at meetings is a way of showing appreciation for the many hours of volunteer work provided by those involved in Chapter event & initiative planning. The group unanimously decided that we will continue to provide food at meetings and will monitor the situation to ensure that we remain financially responsible in regards to this issue.

Scheduled RNAO Executive Meetings

A few changes were made to the Executive Meeting Schedule for the New Year.

Adjournment: 20:35

Next Meeting Scheduled for: Wednesday, January 16th, 2013 6:00pm

Location: Armando's on Cabana

Scheduled RNAO Executive Meetings 2013

Wednesday January 16th – Armando's on Cabana

Monday February 11th – TBD

Monday March 18th – TBD

Wednesday May 1st – TBD

Monday June 17th – TBD

July-Summer Break

Monday August 19th – TBD

Monday September 16th – TBD

Monday October 21st – TBD

Monday November 18th – TBD

Monday December 16th – TBD