

RNAO Windsor-Essex Chapter Executive Meeting Minutes

Wednesday Jan 16th, 2013 ~ 18:00-20:0

Location: Armando's on Cabana Rd. – 326 Cabana Rd. Windsor
Meeting over Dinner - All Are Welcome!

Attending: Heather Gartner- Recipient of the First Windsor Essex RNAO Award of Distinction, Veronika, Kelly, Alaina, Carolyn, Amanda, Cheryl, Crystal, Lynda, Mandeep Bumbra- New Graduate,
Regrets: Jen, Kim, Dana, Jaclyn, Megan, Sarah

Welcome & Introductions:

Heather Gartner presented a thank you letter noting her appreciation for her award of distinction. Mandeep is a new graduate that is interested in becoming more active in the local chapter of RNAO. Thank you both for attending.

Budget Update

The present bank balance of \$ 4126.59 was provided by Veronika. This balance included the education funding of nearly \$ 2500.00 in which the chapter applied to RNAO head office for the “Professionalism across Disciplines” event with Denise Koster. The expenses for the event yet to be reimbursed are \$ 1720.00, therefore after expenses the balance in the account will be \$ 2406.50.

Our chapter has not received the next round of membership funding from head office at \$ 2.00 per member. Veronika will inform us on the total when this is received. Expected financial forecast is approximately \$ 1800.00.

We are currently on our last booklet of cheques. An estimate cost for new cheques is approximately \$ 40.00 for carbon cheques. The new cheques when ordered will have the Chapter's new name on them.

Veronika also provided the account ledger to be viewed by all executive members in attendance.

Action Item:

-Veronika will update when the new cheques will be required to be ordered.

Veronika will also submit any further requests for developmental funding for future events.

Social Media Update

Alaina has done a tremendous job maintaining our Facebook site and updating the website. Alaina provided a summary that compared December to that of our previous month of November. Throughout most categories, there has been an increase.

December Website & Facebook Summaries

Page Views in December: **1224** (Nov. 1094)

Visitors to our Website in December: **1037** (Nov. 807)

Average Visit Length: **1:01** (Nov. 0:52)

Website Facebook Likes: **18** (Nov. 23)

Website Facebook Shares: **39** (Nov. 34)

Twitter Tweets: **3** (Nov. N/A)

Most Viewed Pages in the last 30 days : Policy and Political Action, Past Events, About RNAO, Contact the Chapter Executive, Lois Fairley Award, Chapter Newsletter, Calendar, Chapter Award of Distinction and Meeting minutes.

Total Page Views since Website Launch Oct 19, 2010 → **15,838** (Dec). increase from **14,566** (Nov).

Total Number of Visitors since Website Launch Oct 19, 2010 → **10,023** (Dec). **8,986** (Nov).

Goals for Social Media to Attain by January 2013

Increase the Number of Visitors to **1300**.

Increase our Average Visit Length to **1:05**. November **0:52**. December **1:01**.

Increase Website views to **16,500**.

Results of Facebook Poll re: Twitter

Alaina created a poll on our facebook page to gauge the support/ following for a potential Windsor-Essex RNAO twitter account. A total of 3 people viewed the survey. The outcome of the poll was: 1 person supporting a twitter account, 1 person rejected the idea of a twitter account and the 3rd person did not vote. Due to the lack of support we have decided against creating a twitter account at the moment.

Suggestions about our Facebook page were brought forth to put reminders up on the page to let members know when our meetings are and when the minutes are posted, so all members can view upcoming events and activities. If reminders about the executive meetings were posted, we may also be able to invite suggestions from our members. We would also like to post future events and initiatives that the Chapter is working on, such as our goal to educate a Nurse in Ghana.

Action Item:

-Alaina is going to continue to update the Facebook and Chapter website and work with the Region 1 group to maintain our status and increase traffic to our sites to meet our goals noted.

Winter/Spring Event Planning

Nursing Week Section in the Windsor Star

Lynda is the lead for the Nursing Week section. A suggestion was made to create a subcommittee to work on the Nursing Week Section just as we did in 2012.

May comes quickly so a subcommittee is going to be created to suggest story ideas, advertising, etc.

Action Item:

-Lynda is going to revisit last year's timeline and the matrix as she had many notable candidates and topics to highlight that may be suitable for this year. The timeline will be essential to ensure that our campaign is successful and meets the Windsor Star's deadlines for print.

Exercise Charity Event in February

Kim was absent so not able to report the status on this event. The group did have a small discussion about having a Zumba evening in the hopes to fundraise for to support a student studying to become a Nurse in Ghana. This is in conjunction with the Rotary International Project Jirapa. Carolyn suggested that we consider the lead in time for media coverage for exposure, which is normally 1-3 weeks. We would want to inform the community through CBC and AM800 of this event. Receipts would be provided for donations of \$ 10 or more.

Action Items:

- Crystal is going to follow up with Kim and update the chapter on this event.
- Crystal to follow up with Janet Kelly from the Windsor Rotary to see if we are able to use some of the photos of the nursing students for use on a flyer or pamphlet to advertise this event. Also ask Janet Kelly if she would like to attend, once the date is confirmed.

Complementary Therapies Event in March

Amanda has contacted Ms. Kim Watson, President of the RNAO Complimentary Therapies Interest Group. Amanda is currently waiting for a date to be confirmed with Ms. Watson before we can move forward with creating a flyer and advertising this exciting event.

Action Item:

- Amanda is going to advise dates once she receives them from Ms. Watson. Additional information to follow at our next meeting.

Mini Chapter AGM April 24th

Kelly & Crystal will be working together to arrange an evening to update our local members on the valuable work that RNAO has achieved and the new goals for the year ahead. Suggestions on locations for this event are: Lilly Kazilly's on Riverside Dr E as they have a private room as well as TBQ's Other Place Catering on Walker Road. The suggestion is to have finger foods/ appetizers for our members.

Action Item:

- Kelly and Crystal will be getting the proposals from each location and prepare a cost analysis for the event and update the chapter at the next meeting.

Promo Photos of Members at CT Event & Mini AGM

Jen provided Alaina with the contact information for Mr. Rodney Dennis, to inquire his availability and cost to photograph our members at the Complimentary Therapies Event and also the Mini AGM. These photos will be used to highlight our members and event in our newsletters and nursing week inserts in place of our current stock nursing photos.

Action Item: Alaina is going to follow up with Mr. Dennis once we have event dates confirmed.

Round Table

-Kelly provided the group with a Home Office update that Jen received, concerning a delay in Chapters receiving their member emeritus and quarter

century awards. Chapter Presidents were advised that the names of award recipients will not be provided until Fall 2013 due to challenges with entering manual data for all members into a computer database. This should not affect our Chapter as we usually present these prestigious awards at our AGM in the Fall.

-The group also discussed the continued challenges experienced with the Nursing Education Initiative process. Veronika noted that she finally received her reimbursement cheque but it took 6 months. All were in agreement that we need to speak to RNAO Home Office again regarding an update on the successful resolution our Chapter brought forward 2 years ago, to address these issues.

-Heather has been seconded to RNAO until March 2015. She is heading up the smoking cessation program. She is currently looking for satellite sites for implementation of the new program. Heather's goal is to educate nursing professional and instill the tools for utilizing the Best Practices Guidelines in their care. She would also like to be more active in our local chapter.

-Lynda suggested a workshop on documentation to be scheduled for our members. She has heard from some nurses at the WECHC that they would appreciate this workshop. A suggestion to request a CNPS representative from Ottawa to present information to our members. Ideally, the time frame in which Lynda would like to have this event would be April or May.

-Kelly suggested that we try to incorporate this event into Nursing Week celebrations. Windsor Essex RNAO could present this complimentary workshop to our members to show our appreciation for their dedication to the profession of nursing, continued education, improvement in care and RNAO's efforts.

-Sigma Theta Tau International is hoping to partner for an event in June to recognize outstanding Nursing Preceptors. Information to follow at our next event.

-Carolyn updated the executive on the status of the hot debate regarding removing fluoridation in tap water. Carolyn shared info about a WHO document available on Fluoride and drinking water:

http://www.who.int/water_sanitation_health/publications/fluoride_drinking_water/en/

Action Items:

-Crystal is going to email Jane Letton to see if it is possible to obtain her power point presentation that was shown to the members during Protect Your Practice seminar.

-Veronika is going to contact Lee Minty from the RNAO to see if they are available to present a seminar for documentation and charting. Veronika would additionally seek developmental funding for this event.

Adjournment

Next Meeting Scheduled for: Monday February 11th 2013

Location: Armando's- Cabana Rd E, Windsor, 18:00

