

ONA OONE OHA  
Meeting Minutes

Committee: Green Team      Date: March 20, 2009      Called to Order: 10:10 am      Adjourned: 1:12 pm

Present: David Daniels, Acting Chair, Barb Nash, Julie McAfoos, Yvonne Smith, Debbie Freece, Rhonda Crowe, Lisa Keegan, Inna Makievsky, Sean McGlone, Kay Wellman, Khren Thompson

Agenda Item	Discussion
<p>Introductions</p> <p>Marketing Campaign Follow-up Discussion</p> <p>Purpose variety of ads available for immediate use in →</p> <p>→</p> <p>→</p>	<p>Julie McAfoos reviewed process to date. Draft 1 → Draft 3 focus on Nursing Leadership in Marketing Campaign. Julie shared information from Brainstorming Session held 2/24/09 to address marketing issues.</p> <ul style="list-style-type: none"> <li>-TV spots: may need to bring in a consultant to assist us with this.</li> <li>-Important: consistency of message in every venue and repetition over a period of time.</li> <li>-Consider regionalization of ads due to cultural sensitivities in each area.</li> <li>-Utilize “Every Nurse as a Leader” theme for nursing association meetings/NN Week/ OONE/ONA/OHA.</li> <li>-Utilize social media in campaign, i.e., streaming web video. U Tube, Twitter, IM.</li> <li>-Billboards: include airport terminals.</li> <li>-Shopping Cart: 1) to increase public awareness, 2) sponsor container of Clorox wipes, 3) ads near APN clinics.</li> <li>-Contact local businesses regarding free advertising for NNW.</li> <li>-Radio Ads: health tips. Look for organization with multiple outlets across the state.</li> <li>-Web Advertising: OHA/ONA/OONE – consistent message.</li> <li>-Newspaper: consensus to look into this</li> <li>-Magazine</li> <li>-Newsletters: Mid-Ohio District Nurses Association (3000 members) willing to test message/ad at no charge.</li> <li>-Media Kit: hard copies of posters/logo; electronic version w/video clips; collection of all materials; focus audience – nurses.</li> </ul> <p>Discussed one goal of committee to actually put content message together for this campaign in addition to address process to getting the message out.</p> <ul style="list-style-type: none"> <li>-Need to identify persons within our organization who can write copy for campaign.</li> <li>-This group needs to write the initial/original message.</li> <li>-Brainstorming message ideas: <ul style="list-style-type: none"> <li>• Each message must contain “Every Nurse is a Leader”</li> <li>• Strong desire from some members to incorporate science and compassion in theme or sub messages within campaign</li> <li>• Compassionate and caring</li> <li>• Decision maker</li> <li>• Life long learner</li> <li>• Core coordinator</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Evidence based</li> <li>• Policy maker</li> <li>• Advocate</li> <li>• Community volunteer/activist “leader in life”</li> <li>• Experts</li> <li>• Teachers</li> <li>• Researchers “knowledge workers”</li> <li>• Diversity</li> <li>• Problem solvers</li> </ul> <p>Phase 2 of Process</p> <p>-Need funding source to pay for development of plan.</p> <p>Suggested ideas:</p> <p>-Center for American Nurses grant (Red Team obtained)</p> <p>-Consortium of agencies</p> <p>-Kay Wellman will pursue Catholic Partners to identify resources</p> <p>-Consider partnering with Johnson and Johnson</p> <p>-Sean McGlone will take discussion back to OHA to ascertain potential financial support</p> <p>-David Daniels will check with SUMMA</p> <p>-Individual donors: ONA fiduciary agent</p> <p>-Grad student contribute as a project in marketing to develop a proposal</p> <p style="padding-left: 20px;">-OSU fisher Business School: Barb Nash to follow-up</p> <p style="padding-left: 20px;">-OU Sales Center: Julie McAfoos to follow-up</p> <p>Meeting Dates</p> <p>Monday, June 22, 2009 and Friday, September 18, 2009.</p> <p>Communication Discussion</p> <p>-Consider feasibility of SKYPE for communication capabilities among members.</p> <p>-Ask Shannon Richmond (ONA) to follow-up.</p> <p>Leadership Academy Discussion</p> <p>A subcommittee of the Yellow Team is also addressing this issue including recommendations for academy. Recommend subcommittee on leadership be invited to our next meeting in June.</p> <p><u>Leadership Academy:</u></p> <p>Jane Gmeiner, Chair and OONE colleagues to assist.</p> <p>Yvonne Smith, Co-Chair</p> <p>Inna Makievsky</p> <p>Lisa Keegan</p> <p>Karen Gorby has given us permission to use her Leadership Academy outlines and associated materials, alone or in concert with other resources.</p>
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