



**NFI Board Conference Call Minutes  
Monday November 18, 2013  
FY 2013 – 2014**

**Present:** J. Alberts, H. Als, V. Batkin Bjornson, D. Buehler, M. Daly, J. Helm, S. Kosta, G. McAnulty, K. VandenBerg

**In the absence of the President, Dr. Helm opened the meeting at 12:05PM EDT.**

Dr. Helm reviewed that the main purpose of the meeting was to report on the progress of each Strategic Planning Team.

**Organizational Strategy Team Report**

Dr. Buehler reported that she and Ms. Daly plan to meet to tackle their first priority which is to create a document describing the roles of the leadership positions (e.g. Executive Director, Finance Director, etc). The plan is to fill these positions as soon as there are resources to support them. They also will define how the organizational structure is inclusive of the international work.

**Questions:**

Dr. Als asked the status of social media and fundraising. Dr. Buehler explained that the social media aspects of the work fall under Advancement. In terms of social media, Twitter is being used actively and its membership is growing. She reported that Teri Thompson is developing the Facebook page. Dr. Als asked where one sends content to be posted on Twitter. Dr. Buehler stated that it would be best for her to send Tweets from her own account, however, until she is more familiar with its functionality she can send the information to her or to Ms. Thompson, Ms. Batkin Bjornson, or Dr. Helm. Dr. Buehler asked Ms. Batkin Bjornson how to lock an account so as to prevent spammers from “following” the NFI. Ms. Batkin Bjornson suggested asking Ms. Thompson that question.

Dr. Helm stated that Dr. Als’ question regarding fundraising will be addressed during the Advancement Committee’s report later in this meeting.

**Finance Strategy Team Report**

Dr. McAnulty reported that the team met to discuss the incorporation of a volunteer to help with some of the NFI’s financial matters. The volunteer’s responsibilities might include managing the budgets for donors and the reporting of such activities, managing the financial components of membership, as well as assisting with the development of a business plan. A prospective volunteer, Mr. James Roscoe, was recommended by Dr. Vicky Youcha, and the Finance Strategy team has scheduled a meeting with Mr. Roscoe to determine where his expertise lies and whether he would be a good fit for the NFI’s financial needs.

Dr. McAnulty also reported that she met with the Advancement Committee to review the budget projections that Ms. Batkin Bjornson’s husband prepared. She and Ms. Kosta are fine tuning the budgets

and within the next few days they will have a five year budget that the Advancement Committee will add to their fundraising tools.

Dr. McNulty pointed out that during the budget discussions a concern regarding the Board expenses line item arose. At present the Board has been working on historical spending practices. In the distant past Board travel and accommodations were covered completely by the NFI but in recent years many Board Members have chosen not to submit their expenses for reimbursement. The current amount budgeted for that line item reflects the actual spending rather than the more realistic figure of the cost to send all Board Members to two meetings. The meeting that coincides with the Trainers Meeting is more complex in terms of budgeting. Since many Board Members are required to attend the Trainers Meeting their travel expenses have never been reimbursed by the NFI, however now that the Board has expanded to include many more non-NIDCAP Trainers a policy stating Board Members' responsibilities in terms of attending the Trainers Meeting as well as reimbursement expectations is in order. It is also time to establish a cap on flight reimbursement. Once the NFI's financial situation improves the policy may change. Dr. Helm stated that what is needed is a motion to clarify the current opinion regarding reimbursements for this year's meeting. Dr. McNulty emphasized the need to inform prospective Board Members of the financial expectations. Since new Board Member recruitment is active now travel may become prohibitive unless more funds are raised. Dr. Helm stated that the Finance Strategy Team plans to draft a motion within the next month and bring it to a vote at the January meeting.

There were no questions for Dr. McNulty.

### **Program Strategy Team Report**

Dr. Als reported on the following topics:

1. The Synactive-Theory Based Education: Dr. Conneman has expressed interest in leading this initiative. One of the topics being discussed is whether to continue with the current training center model and in addition to develop packages of synactive theory based topics that NICUs at large will work on (i. e preparation of bed space, care support, diapering). The curriculum would span the four key areas of NIDCAP-care. 1. The physical environment; 2. The care of the infant; 3. The care of the family; and 4. The care of the staff. The idea would be to provide the bigger framework in a more synoptic method so that when training begins there is already a substratum of understanding and practice to build upon. Dr. Als explained that one of the questions with which the Program Strategy Team seeks guidance from the Board is who should teach/train these subcomponent packages. The Program Strategy Team recommends that Trainers fulfill this role and recognizes that there are some Trainers-in-Training who have the requisite teaching experience to contribute productively to this effort. The Program Committee NIDCAP Training team would select the persons to do this. Dr. Conneman is confident that the model can be formulated and tested. In the long run the Program Strategy Team feels it will provide a cost-effective model for countries to implement the development of a training center while simultaneously other NICUs in the country engage in synactive theory based subcomponents of training. On-line teaching modules as yet to be developed are envisioned as an integral part of the model.
2. Translation of Training Materials: The current model assumes that the first Training Center to develop in a not as yet available NIDCAP Document language takes responsibility for translating all of the training materials that will be used by all those training in that particular language in the future. Dr. Als reported that there was very little response from the Membership regarding available language proficiency and verification of translations.

3. Surveys: The NIDCAP survey has gone out. Ms. Warren spearheaded this effort and is currently collecting all surveys from all trainers. The surveys will be content analyzed to determine what materials need to be revised. The APIB survey has been piloted and the full survey will go out before the end of the year.

4. APIB Training: Dr. Buehler has developed a reflective document for use with APIB training. She has trialed it in Arizona, Canada and Italy. Dr. Als intends to pilot its use next year in Tuebingen although the Program Committee, APIB Training Team may decide to begin using it widely prior to the results of the pilot.

5. NNCP: The challenge is to keep momentum going for NICUs to apply for certification. Dr. Als reported that a unit in France has come forth and will be applying soon.

6. Science Initiative: Dr. Als has requested that one of the current Board members take on the role of leading this initiative. She is awaiting the response.

7. Endorsements: Dr. Als reported that the NFI has endorsed the EADC meeting in France. The organizers of a meeting to be held in Germany in May will seek NFI endorsement. The specific text that the NFI will use as endorsement needs to be formulated.

Dr. McAnulty stated that the Board received notification that Drs. Sizun and Ratynski have published a book and are working on a second one. The question arose as to the role of the Endorsement Committee in cases when the NFI has not been approached. One of the French books appears to describe the Brest Center journey to NIDCAP. The follow-up book is described as NIDCAP trainers presenting NIDCAP materials in French for educational purposes. Dr. Als stated that it appears that some professionals might desire NFI endorsement, yet are not aware that a formal policy exists. In her opinion the Program Committee should discuss and then bring to the Board for a decision whether the NFI wishes to make available to the public the training documents that are on the password-protected page. She has a real concern regarding publication of training materials. Aside from formal NFI copy-righted training materials, which fall under intellectual property protection, the question arises whether the NFI desires to vet all the chapters of a book and other products based on NIDCAP. She pointed out that a policy does exist that explains the responsibility of NFI members to do due diligence to have their materials checked. Dr. Helm emphasized the importance of reminding the Membership of such policies. Dr. Als suggested that the reminders should come from either the President or the Executive Committee. Dr. Helm suggested that Dr. Lawhon pursue some explanation from Drs. Sizun and Ratynski as to the content of their books. Dr. Als stated that the intellectual property component of this issue must be considered separately from the endorsement topic.

8. NIDCAP Trainers Meeting: Dr. Lawhon confirmed the dates for the 2014 Meeting as October 25-28, 2014. There was no further update on that topic.

There were no questions for Dr. Als.

## **Advancement Committee**

### ***Board of Directors Applicant***

Dr. Buehler reported that the Board Development Task Force expects to receive an application from a person recommended by Norma Fogelberg. Ms. Rita Cummings is currently head of fundraising at St. Andrews in Glasgow, Scotland. She has participated on the bi-monthly Advancement Committee phone calls. Ms. Cummings has indicated to the Advancement Committee that she will contact Taproot (a foundation that offers pro-bono services) to determine the NFI's eligibility for services. Ms. Cummings has

introduced Dr. Buehler to one of her connections, a philanthropic advisor, and Dr. Buehler will set up a formal meeting with her. The task force will submit the application to the Board for its review as soon it is available.

**Questions:**

When asked how much time Ms. Cummings has for the NFI, Dr. Buehler stated that based on her availability for daily emails and frequent calls she assumes that she has ample time. Dr. Als asked if she would be in a position to seek people to fund the NFI or will give us the resources to find money. Dr. Buehler replied she is looking to do both active work and provide resources. She added that Ms. Cummings has resources in the San Francisco Bay Area with whom she wants to connect Dr. Buehler. She is aware of the NFI's fundraising situation. Dr. Helm pointed out that Ms. Cummings' application may reveal more information. Dr. Als asked if Ms. Cummings was in a position to cover her own Board related travel expenses. Dr. Helm expressed the importance of treating all Board Members the same in terms of financial expectations. Dr. Als pointed out the discrepancy between that expectation and what was agreed upon when the discussions around expanding the Board began. Dr. Helm explained that there is a clear understanding that new members are expected to contribute to the Board in any way they can (i.e. in-kind donations). Dr. McAnulty pointed out that this is what prompted the discussion on how to handle the funding of Board Meetings. There is no formal policy on what the NFI expects to cover in terms of reimbursement of Board-related expenses. Dr. Als reiterated that she would like the Board's family representatives to be encouraged to stay for the entire Trainers Meeting.

*12:59 PM Ms. Daly left the call.*

Dr. Helm stated that currently there is no Board action addressing this topic; if the Board wished to adopt a formal policy then it should be so stated. The Finance Strategy Team will draft a policy for the upcoming year. The topic will be addressed more formally over the next month. Dr. Als emphasized the importance of resolving the issue prior to voting a new member to the Board.

*1:00 PM Dr. Alberts left the call.*

**Open Forum**

- Dr. Helm reported that financial negotiations with Graylyn are ongoing. He will inform the Board as soon as Graylyn reports the final accounting.
- Dr. Helm reported that the NNCP/NIDCAP exhibit was displayed at the recent Contemporary Forums meeting in New Orleans. At least 65 new email addresses of interested persons were collected.

**There being no further business upon motion, duly made, seconded and carried, Dr. Helm adjourned the meeting at 1:06 p.m. EST on Monday, November 18, 2013.**



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**Sandra M. Kosta, BA**  
**Secretary**  
**NIDCAP Federation International**