



**NFI Board Conference Call Minutes
Monday March 17, 2014
FY 2013 – 2014**

Present: J. Alberts, D. Buehler, M. Daly, J. Helm, S. Kosta, g. Lawhon, K. Vandenberg

Dr. Lawhon opened the meeting at 12:00PM EDT.

Approval of December 2013 and February 2014 Conference Call Minutes

The Board reviewed both sets of minutes prior to the meeting.

Upon motion duly made, seconded and carried it was unanimously

VOTED: To approve the minutes of the December 2013 and February 2014 phone conference minutes.

Governance Committee

Policy for trainers in transition

Dr. Lawhon reported that a number of Board members are working on a policy that addresses the status of active trainers who lose their center affiliations. The policy will state that those who lose their affiliation may continue to train under the umbrella of the NFI. Several questions remain however - Who takes responsibility for that? Who would sign the certificates? How would these individuals be insured? It was suggested that the supervisory responsibility live with the Quality Assurance Advisory Group. These details are being worked out by the Governance Committee. The plan is to distribute the draft to the Board within one week and have it approved before or during the mid-year meeting in Rockport.

Advancement Committee

Website/Social Media Update

Dr. Buehler formalized the ongoing work with Teri Thompson for social media guidance. Ms. Thompson signed a contract to continue providing services to the NFI for several more months. She will set up a YouTube channel where all NIDCAP related videos will be housed. Pinterest and blogging will be the next steps.

Dr. Buehler reported that the NFI's Facebook page has 402 "Likes." The team is always looking for items to post to keep the site fresh. Those managing Facebook include Dr. McAnulty, Dr. Buehler, Ms. Batkin Bjornson and Ms. Kosta. Dr. Helm does the posting on LinkedIn.

Dr. Buehler and Dr. Vandenberg met with Sue Martin to discuss research on foundations and grants. Ms. Martin has written an agreement to contract her services for 30 hours at \$100/hr (or \$3000). In the meantime she is working on the World of Children award which has an April 1 deadline.

Dr. Buehler reported that the Advancement team is working on creating a fundraising plan, and that a business plan is in the works.

She indicated that they want to be proactive this year in marking internationally recognized days that celebrate infants (e.g. Kangaroo Care Day is May 15, 2014 and World Prematurity Day is November 17). The team plans to use social media to celebrate these days.

The team is also exploring crowd funding as a means to raise money. The team will explore Indiegogo as a starting point.

Mentoring caregivers. **Changing** hospitals. **Improving** the future for newborns and their families.

Dr. Buehler reported that the sizzle reel featuring Ms. Batkin Bjornson and her son will be ready to be viewed by the mid-year meeting.

Program Committee

Dr. VandenBerg reported that she wants all NIDCAP trainers to complete the APIB survey. She has heard from 11 people (mostly master trainers and those in training). Dr. Helm suggested sending a reminder. Once all surveys are in they will be analyzed and the Program Committee will move onto the next item on their strategic planning agenda.

Finance Committee

Update on financial reimbursement policy

Dr. McNulty reported that most non-profits have a travel reimbursement policy. The Finance Committee drafted a policy and distributed to the Board prior to the meeting. The policy formalizes what the NFI has practiced historically. She asked for the Board's feedback. Those members who commented felt it was clear and concise. Since the policy effects all Board Members and some were absent from the meeting, Ms. Kosta will send an email reminder to everyone to review the policy and offer feedback over email. The policy will be up for approval via email or on the next conference call. The policy will be in effect for the upcoming meeting.

Spring Board Meeting

Ms. Kosta reminded all Board Members to send her their itineraries as soon as they have them.

Dr. Lawhon will send out a request for meeting topics as well as the deadline for submission of committee reports which will be approved in advance of the meeting. The Finance Report will be presented for approval at the meeting. The meeting will include a status update on the progress of the strategic plan implementation as well as some form of Board evaluations.

Open Forum

Sub-Committee on Scientific Endeavors

Dr. Alberts is taking the lead on this committee and reported that he has documents to review from Dr. Helm and Dr. VandenBerg. He will correspond with Dr. Als on how to proceed.

Social Media

Dr. VandenBerg requested that Ms. Thompson conduct another workshop on the use of Facebook. Dr. Buehler will explore this with Ms. Thompson and will report back to the Board.

Dr. Lawhon expressed her desire to have a way to track all the activity that is happening within the committees. At one time there was an ongoing Board To-Do List. Dr. Buehler stated that a dashboard may be the answer to managing internal communication and activity. She will explore this with Ms. Thompson.

Dr. Lawhon adjourned the meeting at 12:05 p.m. EDT on Monday, March 17, 2014.



Sandra M. Kosta, BA
Secretary
NIDCAP Federation International