



## NFI Board of Directors (BOD) Conference Call

Thursday/Friday February 19/20, 2015

**Present on call:** gretchen Lawhon (Chair), Kaye Spence (minutes), Jeffery Alberts, Heidelise Als, Deborah Buehler, Nikk Conneman, Rita Cummings, Jim Helm, Gloria McAnulty, Kathleen Vandenberg

**Apology:** Mandy Daly

**Absent:** Silke Mader, Vicki Batkin Bjornson

**Meeting opened at 1515 (EST) due to phone-in technical difficulties.** gretchen Lawhon asked Gloria McAnulty to circulate the updated and correct list of international phone dial-in numbers to all the Board members.

### Agenda Items

1. *Approval of minutes from January 2015 meeting.*

The corrected minutes had been circulated prior to the meeting. Heidelise Als asked that they be sent to the BOD once the final changes had been made. It was agreed that this was to occur. The final minutes from the January Board of Directors (BOD) are attached to these minutes for approval by email.

2. *Actions arising from previous minutes.*

- a. Professional Insurance Policy. Gloria McAnulty has had discussions with the current insurance provider (DO). The proposed policy is for coverage for individuals and injury on the NFI property. It is a 25 page document outlining the individual coverage and coverage on the NFI property. Gloria McAnulty will circulate the document to the BOD for review and a decision regarding the necessity of the policy for the NFI. Gloria McAnulty's opinion was that we did not need this type of additional coverage.
  - b. Financial Obligations to the NFI by Trainers in Transition: The respective Policy had been circulated and approved in January.
  - c. Correspondence with Rodd Hedlund to seek out costs for the NFI to attend the Graven's Conferences has taken place and been completed by Heidelise Als.
  - d. Partnering with For-Profit Corporations. This item is on hold.
  - e. The Quality Assurance Policy of Training for Trainers in Transition has been completed and approved on the 13<sup>th</sup> February 2015 by a unanimous vote of the Board of Directors.
3. *Correspondence* – none received.
4. *Strategic Plan:* This item is a priority. The Executive Council has been working on reviewing the plan and shared the progress made with the BOD. Jim Helm as spokesperson updated the members of the BOD. A copy of the Strategic Plan and a summary questionnaire was sent to all board members and some feedback was summarised. Jim Helm reviewed the summary and suggested that some of the work could be achieved prior to the May BOD meeting. The

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

Executive Council felt the vision and mission statements needed updating into two separate statements. A draft was provided to the BOD for their responses. Second was a revision of the values, peers, situational analysis and stakeholders and this could be done prior to the May meeting. Finally the council members were considering how to streamline priorities by consolidating the plan into two sections; namely Program and Operations (including infrastructure and advancement). The council members would like to see if the BOD is in agreement. Jim Helm asked for comments or questions.

Heidelise Als asked for clarification about how the current separate topics of Finance and Fund Raising and of Advancement would be captured if only two entities (Program and Operations) were considered. Rita Cummings also expressed concern that using only two strategies would not give the raising of revenue enough focus. She suggested that there be three categories: Programs; Operations, and Revenue. Rita Cummings explained the importance of revenue generation and budget for the NFI. Jim Helm asked that further comments from the Board of Directors be sent to him.

In order to achieve progress regarding the strategic plan updates gretchen Lawhon asked for volunteers from the Board to take on one of the Strategic Plan sections collect comments from the BOD and collate/integrate the comments for the next meeting. Heidelise Als emphasized that the NFI's unique goals be identified and we agree upon language to capture this. She also asked to whom the Strategic Plan is addressed. gretchen Lawhon indicated that it will be a public document. Heidelise Als stated that therefore it clear guidance as to the language used and clarity as to how the NFI wishes to be viewed by the public was indicated. Jim Helm stated that only minor suggestions for changes were received from the BOD. Heidelise Als expressed her surprise about this, and stated that her own comments did not indicate minor change. Jim Helm reported that all her comments were listed as Minor. She replied, that to the contrary, she had relabelled the column as Minor **and** Major. This had been overlooked in Jim Helm's and gretchen Lawhon's review of the BOD's responses. Jim Helm mentioned that he had only expected a quick response with the focus to determine where the BOD wants to spend the time regarding the plan. Rita Cummings felt there needs to be a discussion with all the BOD members present. Doing some ground work in advance can aid the discussion at the BOD meeting in May. It was suggested that each topic was explored further and individual board members collate the responses. gretchen Lawhon asked for the members to step forward for the various sections: BOD members volunteered as follows:

Mission/Vision – Gloria McAnulty

Values – Kathy VandenBerg

Key Stakeholders – Jeffrey Alberts and Jim Helm

Peers and Competition – Kaye Spence

Situation Analysis – Rita Cummings

Each of these sections will be circulated to the BOD members for feedback, comments and suggestions. A suggested time frame of one month was agreed upon to keep the plan moving along. The next BOD call is March 19<sup>th</sup>, 2015. Kaye Spence suggested the comments be received by Monday March 16<sup>th</sup> 2015.

5. *Advancement Committee.* (Deborah Buehler provided the report). This month (February 2015), the Advancement Committee has focused on the development of global outreach with the leadership of consultant Teri Thompson.

In January, the Advancement Committee re-negotiated Teri Thompson's contract in order to reduce her monthly fees by half, allowing the BOD to extend her services to June which were due to have ended in March. Specifically, within the last two weeks, Teri has led two formal "Go To Meeting" tutorials with the Social Media Team (that consists of Deborah Buehler, Sandra Kosta, Gloria McAnulty, Jim Helm, Vicki Batkin Bjornson, Mandy Daly, Jeffrey Alberts, Kathy VandenBerg and gretchen Lawhon).

Plans include:

- 1) Preparing to approach 60 Minutes (current affairs program in US) producers with story about Heidelise Als and NIDCAP, by using the language of television:
  - a. A bio has been prepared;
  - b. Plans to submit the proposal to the show's producers are underway
  - c. Relatedly, the development of an electronic press package is being discussed for future media submissions
- 2) Strengthening the Synactive Theory entry in WIKIPEDIA
  - a. Including adding additional references
  - b. Adding other NIDCAP-related topics for the Synactive Theory post to be part of a collection of listings

Heidelise Als suggested that the Committee be aware of the rules of submitting to Wikipedia, which are complex. Deborah Buehler informed the BOD that they have one person interfacing with the Wikipedia organization so it should not be an issue.

- 3) Expanding Use of the LinkedIn Publish feature
  - a. Allows for longer content writings
  - b. Allows words and concepts that people search in order to lead them to find NIDCAP to be tagged and easily searched

- 4) Preparing for the NFI Blog

To further create community, NIDCAP awareness and conversation, we are targeting March for the launch. Rita Cummings asked who would be writing the blog and expressed her concern that it was time consuming. Deborah Buehler responded that they are canvassing many NFI members to write from different perspectives including trainers, parents, neonatologists, the NNCP program. She stated that Blogs are fairly informal in style. The first will feature Heidelise Als and will be a profile and a compilation of some of her presentations.

- 5) Exploring Potentials for Pinterest
  - a. To visually tell the NIDCAP story visually
  - b. Connect our work with related internet material
- 6) Proposals for Developmental Observer and NFI Newsletter
  - a. Jeffery Alberts informed the BOD of his negotiations with the library at Indiana University (IU) to have the Developmental Observer (DO) deposited and indexed through the IU library. This would provide a digital DO archive in perpetuity.

Heidelise Als expressed her thanks to Jeffrey Alberts for his work which she indicated was very good for the NFI. Jeffrey Alberts also addressed the publication of the Research and Clinical Practice Abstracts that go through a thorough peer review process before they are accepted for presentation at the Annual NIDCAP Trainers Meetings.

- b. gretchen Lawhon updated the BOD regarding a meeting with the Developmental Observer Editorial Committee and the hope to have a proposal to the BOD shortly. There are several possible developments, the Developmental Observer may have a different review process to enable appropriate citation in a contributor's CV. Another development involves an information newsletter for the membership that has updates on conferences, publication, and other current events. A proposal was received from Kaye Spence for a regular members' newsletter with contributions and updates from the membership. The BOD will be kept informed of these developments. Heidelise Als suggested that the monthly President's update could be part of the Newsletter; gretchen Lawhon replied that there are differing views about this.

Next month, the Advancement Committee will report on their fundraising updates and implementations.

gretchen Lawhon announced that the meeting time is up. She asked that each of the Committees please send any items for the agenda so they may get included in the agenda and time allocated.

**Meeting concluded 1405 (EST)**

**Action Items**

Item	Who Responsible	Completed
Updated dial-in numbers for conference call	Gloria McAnulty	Yes – 19 <sup>th</sup> February 2015
Copy of Professional Insurance Policy circulated to BOD. Comments to be sent to Gloria by March 2015	Gloria McAnulty	Yes – 19 <sup>th</sup> February 2015
Partnering with For-Profit Corporations	Jim Helm	
Members of BOD to send comments to the identified member below by 16 <sup>th</sup> March 2015 Mission/Vision – Gloria McAnulty Values – Kathy VandenBerg Key Stakeholders – Jeffrey Alberts and Jim Helm Peers and Competition – Kaye Spence Situation Analysis – Rita Cummings	All members of the NFI Board	
Convene a small group to look at membership benefits	Vicki Batkin Bjornson	



Kaye Spence AM

Honorary Secretary NFI

28<sup>th</sup> February 2015