



HSCN Advisory Board Subcommittee: Finance and Fees Initiative

Meeting Agenda

Friday, May 7th, 2021

12:00 PM – 1:00 PM HST

Hawai'i State Center for Nursing

Via ZOOM Conference Call

+1 (669) 900-6833 (82858171) Or <https://zoom.us/j/97983482048...> (Nursing!)

Meeting ID: **979 8348 2048**

Purpose:

To provide a forum for subcommittee members to convene and provide expertise and insight to help to inform and guide the HSCN in pursuits to increase revenue through licensure fees and cultivate support and buy-in through outreach efforts as Advisory Board Members.

Objectives:

At the end of the session, the participants will:

1. Receive a recap of the subcommittee initiative priorities and objectives
2. Discuss and improve upon the work plan.
3. Identify next steps and assign work.

Agenda:

12:00-12:05	Welcome & Introductions
12:05-12:10	Approval of April 9 th , 2021 Meeting Minutes
12:10-12:35	Presentation: Overview of HSCN Marketing Efforts and Reach <ol style="list-style-type: none">a. Experiencesb. Discussion
12:35-12:50	Committee Priorities <ol style="list-style-type: none">a. Work Plan and Timelineb. Activities & Worksc. Work Assignments
12:50-1:00	Next Steps <ol style="list-style-type: none">a. Open Discussion
1:00	Adjourn

Attachments:

Presentation Slides: HSCN Marketing Efforts and Reach
Subcommittee Milestones and Work Plan
Subcommittee Schedule

Remote Access Details:

To attend the meeting by phone or ZOOM web interface

- Join ZOOM Meeting by PC, smart phone or tablet at <https://zoom.us/j/97983482048...>
Meeting ID: 979 8348 2048
Passcode: Nursing!
- Join ZOOM Meeting by phone, call +1 253 215 8782 US (Tacoma) Or +1 346 248 7799 US (Houston) Or +1 669 900 6833 US (San Jose) Or +1 301 715 8592 US (Washington DC) Or +1 312 626 6799 US (Chicago)
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Invitees:

Subcommittee Members:

Bonnie Castonguay
Rose Hata
Doreen Nakamura
Arthur Sampaga
Anne Scharnhorst

Ho’okele Health Innovations, LLC
The Queen’s Medical Center
UHA Health Insurance
Hilo Medical Center
University of Hawaii Maui College

Other Attendees:

Laura Reichhardt
Carrie Oliveira
Liane Muraoka
Amy Ono
Brienne Atwood

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Meeting Schedule:

HSCN Adv. Board: Finance & Fees Subcommittee Meeting
Time: 12:00 PM – 1:00 PM HST

Apr 9, 2021 12:00 PM
May 7, 2021 12:00 PM
Jun 4, 2021 12:00 PM
Jul 2, 2021 12:00 PM
Aug 6, 2021 12:00 PM

Sep 3, 2021 12:00 PM
Oct 1, 2021 12:00 PM
Nov 5, 2021 12:00 PM
Dec 3, 2021 12:00 PM
Jan 7, 2022 12:00 PM

Overview of HSCN Marketing Efforts and Reach

For HSCN Advisory Board Finance & Fees Subcommittee

Carrie Oliveira & Liane Hussey

May 7th , 2021



Primary Marketing Methods

01	Mailchimp	<ul style="list-style-type: none">• Mailing List Size as of 5/4/2021: 1,799• Percentage of Opened Mail: 32%• Number of unique opens: 576
02	Social Media	<ul style="list-style-type: none">• Twitter: 82 Followers• Instagram: 50 Followers• Facebook: 334 Followers
03	Partners	<ul style="list-style-type: none">• Employers, HAH• Schools of Nursing• CNE Joint Providers

Challenges with Existing Marketing

- Largest audience is via email which may not be effective.
- Social media accounts are relatively new, have small viewership relative to size of nursing workforce.
- Dissemination via partners can be redundant and inefficient.



Plans and Recommendations

- Marketing consultant; investigating funding sources
- Planned distributions:
 - Bi-monthly newsletters; next will be this month
 - Social media posts; fluctuating frequency, min. 1 per week
- Nurses Month
 - [Governor's Proclamation](#)
 - Social media drive giveaway
 - [Nurse Spotlight](#). (Suggestions?)
 - [Webinars!](#)
 - Midweek, Star Advertiser



Key Takeaways

- We have existing marketing channels and we are working to expand their reach.
- If you have ideas that can leverage our existing marketing activities and tools, let us know.
- If you have ideas about how we can expand our marketing, let us know.



Questions, Comments & Discussion?



Meeting Schedule

HSCN Advisory Board Finance & Fees Subcommittee

Date	Day	Time	Description	Outcomes	Access Details (Web)	Access Details (Phone)
3/11/2021	Tuesday	4:45 PM	1st Meeting	Set initial Priorities, Calender and reviewed 1s Draft Bill	https://zoom.us/j/92108053536... Meeting ID: 921 0805 3536 Passcode: 2epZ6N	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 921 0805 3536 Passcode: 560469
4/9/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
5/7/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
6/4/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
7/2/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
8/6/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
9/3/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
10/1/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
11/5/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
12/3/2021	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171
1/7/2022	Friday	12:00 PM			https://zoom.us/j/97983482048... Meeting ID: 979 8348 2048 Passcode: Nursing!	1 253 215 8782 Or +1 346 248 7799 Meeting ID: 979 8348 2048 Passcode: 82858171