



DRAFT HSCN Advisory Board Subcommittee: Finance and Fees Initiative

Meeting Minutes

Friday, May 7th, 2021, 12:00 PM – 1:00 PM HST

Hawai'i State Center for Nursing

Biomedical Sciences Building - 1960 East-West Rd, Honolulu, HI 96822

And Via ZOOM Teleconference

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ATTENDANCE:

Name	Present	Name	Present
Arthur Sampaga	Yes	Laura Reichhardt, Director HSCN	Yes
Bonnie Castonguay	Yes	Carrie Oliveira, Researcher, HSCN	Yes
Doreen Nakamura	Yes	Liane Muraoka Hussey, Pgm Lead., HSCN	Yes
Rose Hata	Yes	Brianne Atwood, Pgm Coord., HSCN	Yes
Anne Scharnhorst	Yes	Amy Ono, Admin & Fiscal Supp., HSCN	Yes
Present total:			10

TOPIC	DISCUSSION	ACTION
Welcome & Introductions Laura Reichhardt	The HSCN Advisory Board Subcommittee on Finance and Fees meeting was called to order at 12:02 PM. Laura Reichhardt extended her gratitude for the members and staff present at the meeting. Member quorum was met for the meeting. Welcome and Introductions concluded at 12:05 PM.	None
Approval of Minutes	The HSCN Advisory Board Subcommittee on Finance and Fees discussed the draft meeting minutes for the April 9 th meeting. An error was noted by Bonnie regarding the Attendance Meeting minutes were approved with no changes. Approval of minutes concluded at 12:07 PM.	None

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<p>Presentation Carrie Oliveira</p>	<p>Carrie Oliveira provided a presentation on the HSCN marketing efforts and reach to inform committee activities. Please refer to the meeting Agenda Presentation Slides for a complete detailing.</p> <p><u>Overview of HSCN Marketing Efforts and Reach</u></p> <p>Primary Marketing Methods (used by HSCN)</p> <ul style="list-style-type: none"> • Mailchimp <ul style="list-style-type: none"> ○ 1,799 - Mailing List Size as of 5/4/21 ○ 32 % opened ○ 576 unique opens • Social Media <ul style="list-style-type: none"> ○ Twitter – 82 followers ○ Instagram – 50 followers ○ Facebook – 334 followers (oldest account at the center, best audience) • Partners: HSCN relies heavily on Partners to help disseminate information <ul style="list-style-type: none"> ○ Employers, HAH etc. ○ Schools of Nursing ○ CNE Joint Providers <p>Challenges with Existing Marketing</p> <ul style="list-style-type: none"> • 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. <p>Plans and Recommendations</p> <ul style="list-style-type: none"> • Marketing consultant; investigate funding sources for project. HSCN lacks specific expertise to develop a strategic framework/strategy for marketing and outreach and hopes to engage an expert to assist HSCN in the development of a strategy. • Planned distributions: <ul style="list-style-type: none"> • Bi-monthly newsletters (primary reach is limited to those working behind a 	<p>None</p>

TOPIC	DISCUSSION	ACTION
	<p>desk/computer)</p> <ul style="list-style-type: none"> ● Social media posts; fluctuating frequency, min. 1 per week (relatively new) <ul style="list-style-type: none"> ● Nurses Month <ul style="list-style-type: none"> ● Governor’s Proclamation ● Social media drive giveaway ● Nurse Spotlight ● Webinars ● Midweek, Star Advertiser <p>Key Takeaways</p> <ul style="list-style-type: none"> ● 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. <p>Open Discussion</p> <p>After the presentation, members and staff had an open discussion on marketing and reach. A summary of the point is included below.</p> <ul style="list-style-type: none"> ● Nursing Leaders have historically been largely responsible for advancing HSCN initiatives. ● HSCN is working to bolster the social media presence. ● A lot of nurses do not interact regularly with their email. ● A few members noted that they currently do not regularly use social media. ● Posting to social media groups is a way to broaden reach. ● Email is effective for older generations, but may not be the best for younger groups. ● Sharing social media posts is an effective way of increasing reach. ● Reacting to a Facebook social media post, using any reaction other than “Like”, increases the posts weight via the Facebook algorithm. ● It was noted by a member, that our Board is not inclusive of all generations. ● Having liaison ambassadors and/or influencers representative of the constituency maybe an effective way to increase visibility. 	

TOPIC	DISCUSSION	ACTION
	<ul style="list-style-type: none"> ● Monetizing/paying for post boosts may be worth investigating. ● HSCN has limited contact with influential bedside nurses. Searching social media for influential nurses may identify ● Collaborate with Uniforms Hawaii? ● HSCN does not network with all facilities across the state. Ensuring we have reach to all facets of the Healthcare community and their leaders may improve reach. ● Members with relationships in neighbor islands can maximize the HSCN reach by leveraging those relationships. ● HSCN needs a multi-pronged approach to cover all demographics. ● The HSCN researcher often participates in presentations for students, increasing interaction with students prior to graduation, can increase recognition and awareness of the HSCN. ● Increasing interaction with students, particularly with our neighbor islands. <p>The presentation session concluded at 12:33 PM.</p>	
<p>Committee Priorities</p> <p>Laura Reichhardt</p>	<p>Members discussed the existing committee priorities and work plan and identified the next steps going forward. Updates to the work plan were made during the session and summarized below.</p> <p><u>Committee Priorities, Work Plan and Next Steps</u></p> <p><u>Phase 2</u></p> <ul style="list-style-type: none"> ● Develop Tactical Plan ● Develop Timeline ● Assign Duties/Work ● Identify Stakeholders ● Identify contact resources ● Nurses Month (May) Resources/Plan ● Social Media Strategy Project Investigation (HSCN) <p><u>Phase 3 (April/May)</u></p> <ul style="list-style-type: none"> ● Refine Bill ● Initiate Plan ● Begin Cultivating Support 	<p>None</p>

TOPIC	DISCUSSION	ACTION
	<ul style="list-style-type: none"> ● Talking Points ● Amy Ono Presentation ● Identify Marketing Resources ● Update/Detail Plan ● Develop Gap/New Resources ● *NEWLY ADDED: Create slide deck for Adv. Board presentation on options <p><u>Phase 4 (June-Nov)</u></p> <ul style="list-style-type: none"> ● Outreach ● Support Cultivation ● *NEWLY ADDED: Continue investigation into CNAs inclusion in Draft Bill??? ○ Current CNA licensing is outsourced/contracted between DCCA and Prometric. ○ Including CNA's requires HSCN to "right size" fees to reduce burden on CNAs individuals. ○ 8000 CNAs ● *NEWLY ADDED: Investigate alternate funding mechanism for CNA and MA inclusion??? ○ Low salaries are a barrier; fee increases may adversely affect these groups. ○ Investigate alternative funding options to support CNAs, such as Provider funded or industry organization (HAH) support ● *NEWLY ADDED: Investigate interprofessional workforce center potential??? ○ More complicated approach, which requires additional investigation ○ Potentially organized to preserve Medicine and Nursing as independent ○ Would be lengthy process and requires further investigation. ● A presentation will be prepared for the next ● *NEWLY ADDED: Locate more than 1 champion/advocate in the House and Senate ● *NEWLY ADDED: Talking Points (audience specific) 	

TOPIC	DISCUSSION	ACTION
<p>Next Steps</p> <p>Laura Reichhardt</p>	<p><u>Next Steps</u></p> <p>HSCN will work to create a slidedeck to present the decisions the committee has made to date, as well as options and potentials for investigation which require the full Board approval, to be presented at the next regular Advisory Board meeting.</p> <p>Due to limitations in time, further discussion of next steps was deferred to the May meeting. The Next Steps session concluded at 12:031 PM.</p>	<p>HSCN will synthesize the current work plan and prepare a presentation for the upcoming May 31 Advisory Board Meeting</p>
<p>Adjournment</p>	<p>Meeting adjourned by Laura Reichhardt at 12:04 PM.</p>	

Next Meeting The next HSCN Advisory Board Subcommittee on Finance and Fees Initiative Meeting will be held on Friday, June 4, 2021. Administered by the HSCN, from the HSCN office and available via remote access due to possible COVID-19 restrictions.

Please contact Brianne Atwood at 808-956-0545 or batwood@hawaii.edu for questions and additional information.