

SER Communications Committee Conference Call

February 13, 2009

Present: Patti Haberer, Laura Shafer, Bobbi Stallings, Barbara Dale and Cathy Womack

*Absent: Sharon
Debbie Stallings
Vi Potate
Janice Mc Knight
Kathryn Dere*

1. Newsletter will continue to be printed 3 times a year
2. Newsletter timeline for article submission
 - Edition 1 – March 6, 2009
 - Edition 2 – June 22, 2009
 - Edition 3 – September 28, 2009
3. State Reporters for 2009
 - Jessie Dickerson – AL
 - Mona Hector – TN
 - Vi Poteete – GA
 - Cindy Norris – SC
 - Kathryn Dere – FL
 - Judy Plemmons will ask if anyone else would like to become the NC State Reporter otherwise she will continue.
4. We have enough paper to continue mailing the newsletter for the next two editions.
5. After reviewing other WOCN regional websites, our recommendation is to continue having our newsletter formatted as is and then continue placing it on the website as a PDF document. This allows members to easily read all news without having to click between different sites and allows members to print the newsletter for the website if they want.
6. Ideas for updated website
 - Register for conference – (pay with credit card) – Cathy is working with a contact who could provide a link from our website to allow members to register for SER conference on-line. Cathy will present this information to the Board next week.
 - Sponsor link – add Diamond Level (2008 Diamond Level sponsors were ConvaTec, KCI and Healthpoint) company logos
 - Patti and Cathy will work together to update existing website (expired Award Nomination links)
7. Our recommendation is to continue with current fee structure for advertising however decrease the yearly rate to reflect 3 issues a year vs. 4 issue a year.
 - a. 1/8 page ad (2 1/2" x 4") \$75 per issue or \$200 per year (3 issues)
 - b. 1/4 page ad (5" x 4") \$125 per issue or \$325 per year (3 issues)
 - c. 1/2 page ad (5" X 8") \$200 per issue or \$525 per year (3 issues)
 - d. Full page ad (8" x 10") \$300 per issue or \$800 per year (3 issues)
8. Our recommendation is to allow members of SER to post WOC nurse positions free for 3 to 4 month period and to charge all others.
9. Patti will write the first draft of a website design specifications sheet before the Board meeting including possible layout ideas / colors, links other websites they designed, ability to create on-line registration, website maintenance. We recommend at least 3 bids.
10. Recommended timelines for website "Splash"
 - March 1 - Spec Sheet finalized and sent out to bid
 - April 1 - Bids received back
 - By May 1 – Communications Committee reviews bids, proposes recommendation
 - By June 1 – SER Board makes final selection
 - Fall Conference – re-launch "Splash" of SER website