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| **MEMBERS IN ATTENDANCE**  |
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| **Institution** | **Representative** | **Institution** | **Representative** |
| **AR Action Coalition** | Erin Fifer | **JRMC School of Nursing** | Susanne Chambliss |
| **Arkansas Children's Hospital** | Michelle Odom | **National Park Community College** | Diane Fergadis |
| **Arkansas Children’s Hosptial** | Dr. Debra Jeffs | **Northwest Arkansas Comm College** | Amy Jackson |
| **ARNA** | Veronica Clark | **Saline Memorial Hospital** | Carol Matthews |
| **Arkansas State University** | Melanie Mata | **Saline Memorial Hospital** | Debbie Burrow |
| **Arkansas State University** | Teresa Fisher  | **Sparks Health System** | Theresa Phillips |
| **Baptist Health- Central ARK** | Walter Petty | **U of A Fayetteville**  | Jacklyn Gentry |
| **Baptist Health- Heber Springs** | April Robinson | **U of A Fayetteville**  | Kelly Johnson |
| **Baptist Health Schools** | Laura Hamilton | **U of A Monticello** | Dr. Laura Evans |
| **CHI St. Vincent- ALL** | Kristy Fritz | **UALR** | Dr. Preston Molsbee |
| **CHI St. Vincent- ALL** | Tamme Kinney | **UAMS College of Nursing** | Osmonetta Beard |
| **CHI St. Vincent- ALL** | Jan Brandeburg | **UAMS Medical Center** | Susan Erickson |
| **Chicot Memorial Medical Center** | Carolyn Cook | **University of Central Arkansas** | Dr. Susan Gatto |
| **College of the Ouachitas** | Debbie Freyman | **University of Central Arkansas** | Pam Ashcraft |
| **College of the Ouachitas** | Melinda Sanders | **University of Central Arkansas** | Laura Hall |
| **Conway Regional Health System** | Melanie Crnic | **White River Health System** | Michelle Bishop |
| **Henderson State University** | Barbara Landrum |  |  |
| **Jefferson Regional Medical Center** | Debbie Robinson |  |  |

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| Summary of Topics, Decisions/Conclusions and Next Step/Action: |
| TOPIC | MAIN POINTS | DECISIONS/NEXT STEPS | RESPONSIBLE for FOLLOW UP |
| **Introduction***Michelle Odom***Vendor** *PCI**Arkansas Times* | 1. **Welcome**
2. **Introductions/ Housekeeping / Lunch**
3. **Thank You’s to UALR and Dr. Preston Molsbee for hosting the meeting.**
4. **AFN Info Summary-** reviewed info summary with history, etc.
5. **Bi-Yearly Meetings: (February/September) First Wednesday -** If you are interested in hosting in September please email Michelle Odom.
6. **RSVP Meeting:** See Website
7. **PCI Publishing,** Suzanne Ramsel

Please be a part of the 9th Annual Nursing Compassion Award & Outstanding Nurse educator Award. * You can get the nomination form online at [www.ThinkNurse.com](http://www.ThinkNurse.com). Nominations will need to be submitted no later than May 15th, 2015.
* Ceremony will be held June 6th, 2015 at the Chenal Valley Country Club in West Little Rock. Offers over 250k for scholarships every year.
* The PCI Brochure will be included with the Meeting Minutes

The Continuing Education Cruise will be April 12th- 19th, 2015. Please log into [www.ThinkNurse.com](http://www.ThinkNurse.com) for more information. The Nursing Expo will be held Dec 5th, 2015.1. **Arkansas Times,** Tiffany Holland

Handed out copies of the 2013 Nurses Guide and the advertisement rates. 2015 Guide will be issued September 24th, 2015.* In June of this year, will meet with several AFN members to plan the guide. If interested in attending, please contact Tiffany at 501-492-3993 or email at tiffany@arktimes.com
* Would like to get more participation from outside of central Arkansas.
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| **Minutes***Michelle Odom* | 1. **Handouts**
* Motion to approve minutes from September – Approved.
1. **Minutes are distributed via email but require a legible e-mail address on attendance sheet.**
* Will have minutes emailed within 2 weeks.
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| **Website** | **Launched GoDaddy.com 9/2012** * The website is a work in progress. When Anna-Kate returns, she and Jennifer will continue to work on the website.
* Website to include links to information from the meeting, information on next meeting, RSVP, Careers and Education and a members only page (financial / meeting minutes)

**New web address** [**www.arkansas4nursing.org**](http://www.arkansas4nursing.org) | Update website | Jennifer Johnson |
| **Marketing Plan***Michelle* | 1. **Brochures for Fall/Spring distribution to High School Counselors. Mailed November 2014 ($449.92)**
2. **NEXT Ad (High School) the magazine is sent to high school and junior high counselors in every school district in Arkansas – reaching 200,000 8/11/12th grader students and parents. Published in September 2014. ($2,995)**
3. **Arkansas Times**
* $1,150 for ½ pg. full color ad in September 2014 Arkansas Nursing News.
* Fall Distribution - Extras will be brought to events such as Think Nursing Expo in December.
1. **Arkansas Bound (Created by AR Dem Gaz)**
* 185,000 inserts/high school counselors distributed statewide
* This year, they have added SYNC Magazine and an online component (60,000 impressions) at [www.arkansasonline.com](http://www.arkansasonline.com) reaching over 446,000 readers of both publications.
* Spring distribution – did this 03/2014, preparing for 3/2015 ad created by Arkansas Democrat Gazette $2,252
1. **Suggestions for Marketing:**
* In the more rural areas, having an open forum and inviting High School Students & Counselors to talk about careers in nursing. If you are interested in setting something up, email Michelle Odom.
* Girls of Promise - WFA's Girls of Promise program is a one-day conference designed to introduce eighth-grade girls to careers in ESTEM (economics, science, technology, engineering, and math) fields and amazing women role models at a critical time in their development. They meet in March.
* Ask Colleges about AFN being included into their Career Fairs, Boot camps, etc.
 | Follow up | Michelle Odom |
| **Financials***Osmonetta Beard* | 1. **Current Financials -** Checking- $32,000 Savings $2,000
2. **AHA -** $25,000 in Feb 2013 to cover hospital support for Arkansas for Nursing
3. **Dues Collection –** (Osmonetta has updated list. Contact her after meeting for more info)
* $2,700 in dues received from October to present meeting**.**
* Out of 40 schools, we have only received dues from 13 of them in 2014 (Jan – Dec)
* Michelle will get with Osmonetta to update the list of schools that have paid and have it updated on website. The website will be updated after March 1st.
 | Update Website | Michelle Odom |
| **Member Reports** | 1. **ASBN – No report**

 1. **ARNA –** Veronica Clark
* Nurses Day at the Capitol will be held Thursday February 26th, 2015 at the Arkansas State Capitol Rotunda. Asked to have information added to the website.
* ARNA Convention will be October 22nd and 23rd.
* The Advanced Pharmacotherapeutics Seminar will be in September and held in Rogers. This will be the last seminar.
1. **AR Action Coalition –** Erin Fifer
* Non-profit, national campaign implementing in state of AR. AAC is dedicated to promoting all levels of nursing through education, leadership, workforce and practice.
* Nurse’s Day at the Capitol, February 26th, 2015.
* BSN Young Leadership Program Juniors/Seniors.
	+ Chosen students are paired with a nurse mentor from around state.
	+ The BSN student will work with nurse researchers, educators, clinicians, and other health care leaders in various settings.
	+ A stipend is awarded upon beginning and completion of program.
* Arkansas Nursing 40under40 program.
	+ The deadline for nominations has been extended to February 15th, 2015.
	+ Applications can be found at <http://campaignforaction.org/state/arkansas>.
	+ The Awards ceremony to be held in the ACH Cress Board Room, May 29th, 2015.
	+ Education – Will have it linked to the website.
1. **Current Climate for Recruitment/Retention –** Attendees
* **Schools** *[See attached hospitals/schools spreadsheet for updated statistics]*
* **Hospitals** *[See attached hospitals/schools spreadsheet for updated statistics]*
* **Calculating Vacancies and Turn Over Percentages:**
	+ Definitions and formulas are on top of the spreadsheets for use. Everyone should be calculating turnover and vacancy the same way. The data is only meaningful if we compare apples to apples. We will look at modifying the spreadsheets to automatically calculate. If you have any additional ideas or suggestions for the formulas, please contact Michelle Odom.
	+ For September, columns will be added to include RN to BSN, RN Generic, DNP, and MSN/PhD Graduates.
* ARNA survey to be sent out to all hospitals Residency Programs.

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| **Announcements** | **National Park Community College –** Faculty Sharing Day is March 6th, 2015. Registration is at 7:30am. Starts at 8:00am. |  |  |
| **Next Meeting:**  |
| **DATE:** | September 2015 | **TIME:** | 11:00AM – 2:00PM | **PLACE:** | TBD |