



Annual Report 2011

**Return to Ann Mehan Crosse by
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Officer or Board position: Chair, Communications Committee

Goals:

1. Offer various access points and activities to increase the involvement of expert scientists.
2. Facilitate connections and collaboration among members
3. Increase public visibility of research accomplishments of members
4. Increase public awareness of research findings presented in SNRS sponsored conferences and publications
5. Serve as a model for ethical conduct in knowledge generation, dissemination and application, as well as in organizational practices.

Activities and accomplishments:

The goals were accomplished via three major mechanisms: Southern Connections Newsletter, E blasts, and Website. Because the membership voted to disband the *Southern Online Journal of Nursing Research* we had no activities related to the journal and publications stopped following the Volume 11, Issue 2 abstracts issue published in February, 2011.

Southern Connections Newsletter

Lenora Smith, Editor

Alison Jones Montpetit

Cherri' L. Shireman

Joy Bailey (Student Representative)

1. Two newsletters were published in 2011: Spring, and fall. The summer issue was cancelled due to lack of response from the membership.
2. The newsletters continued to improve in appearance with more graphics and photos.
3. In an effort to increase transparency, the financial status of the organization was reported by the treasurer, Demetrious Porche, in every issue.
4. Every issue had a brief article by a RIG and/or an introduction of the RIG leadership to emphasize the activities and development of the RIGs.
5. Every issue contained a message from the president.

6. A summary and photos of the 2011 conference were provided.
7. 2012 conference updates were routinely provided
8. Student members became more active in the newsletter by writing information on the new Student Network, grant opportunities, and other interesting information. Joy Bailey, our student rep, authored this section.

E blasts

39 E blast emails were sent to all members during 2011. These brief notices have been one of the most effective way to communicate with the membership.

Website Committee

Janice Anderson
Johnanna Hernandez

The website was continually monitored and updated by the sub-committee members and RC. The student page was linked to "Linked in" social networking site where the student member organization set up an active site. The conference highlights and photos were posted on the website. 2012 conference updates and highlights were placed on website.

Website/Logo Redesign Task Force

Anne Stiles, Chair
Betty Rini (student rep)
Janice Anderson
Johnanna Hernandez
Kathleen Jett
Ann Mehan Crosse (Resource Center)
Ruth Gleason Roth (Resource Center)

Following the receipt of three quotes from graphic designers, Joe Russell Design was selected. The Website/Logo Redesign Task Force reviewed and gave feedback on an initial 8 designs. The second round of six designs was reviewed. Five of these designs were sent to the Board for review. The Board narrowed the selection to two designs which were sent to the entire membership for an electronic vote. The majority of the membership voted for the final design.

This five point figure represents our five major points of our mission statement as well as a circle of scholars networking.

The mission of the Society is to:

1. Advance nursing research
2. Promote dissemination and utilization of research findings
3. Facilitate the career development of nurses and nursing students as researchers
4. Enhance communication among members
5. Promote the image of nursing as a scientific discipline

The website was completely redesigned in 2011. The colors, logo, layout, and server were changed. Colors were changed to green and blue to match the new logo, the navigation bar was changed from the top to the left side with a “fly out” menu. Re-organization was done to simplify pages, prevent overlap of content, and make navigation easier. The server was changed to Internet 4 Associations (I4A). This company has worked well with the Resource Center (RC) with several other similar organizations. RC has been very happy with the company. The cost and benefits were far better than other companies that we evaluated. One of the biggest benefits is that 3 people in our organization will be given the “rights” to edit the web pages. This will enhance efficiency in terms of time and effort of RC staff and communications committee members.

Current or upcoming issues and challenges:

1. Orient the new incoming Communications Committee Chair, Dr. Donna Scott-Tilley.
2. Find a new Southern Connections Newsletter Editor as Lenora Smith’s term is expired. She has served for four years in this position. She has made tremendous improvements in the newsletter layout, design, delivery and substance.
3. Find a way to stimulate greater interest among members for adding articles and briefs to the newsletter.
4. Follow-up with the SOJNR task force to determine the future of the SOJNR. If the responsibilities are to remain in the Communications Committee, then a sub-committee will need to be formed.