



## Southern Nursing Research Society 2016 Annual Board/Committee Report

**Name of Board Member or Committee:** Communications Committee

**Committee Chair:** Rasheeta Chandler, PhD, FNP-BC, FAANP

**Committee Members:** Lisa Broussard; Charles 'Chuck' Aldon; Rebecca Green, Maryellen Potts; Samantha Ransone; Donna Owen

### **Annual Activities and Accomplishments:**

In addition to maintaining our traditional obligations of coordinating the RINAH contributions and publishing the SNRS newsletter, the communication committee has noted a number of accomplishments in 2016-17 to include:

1. Development and Launch of LinkedIn social media page.
2. Increased social media activities/marketing (via Facebook) with the development of promo videos and membership highlights.
3. We have developed and instituted the formal online application process to ensure official 'media' coverage of the annual conference--- *Roving Reporters*. The debut of reporters/and coverage will be at the 2017 annual conference.
4. We have proposed for the Board to consider a *Southern Academy of Nurses* (similar to other nursing fellowships), that would distinguish outstanding SNRS members.
5. We have assisted the RIGs with advertising the 2017 annual conference Community Town Hall.

### **Committee Goals for Coming Year:**

In the upcoming year we will continue to refine the *Roving Reporters* application process and overall programmatic infrastructure. We will also draft the proposal with supporting documents to institute the *Southern Academy of Nurses*. An additional goal is to increase membership on the communication committee, so we can effectively support all subcommittees in their communication efforts (e.g. RIGS and webinars). Join today!