

All EACH: Executive Committee Conference Call

MINUTES

6 June 2016

Present:

Jonathan Silverman	EACH President
Evelyn van Weel Baumgarten	EACH President Elect
Myriam Deveugele	EACH Past President
Karolien Aelbrecht	EACH Treasurer
Marcy Rosenbaum	tEACH Chair
Gerry Humphris	rEACH Chair
Sara Rubinelli	pEACH chair

Administration:

Fiona Grant

SAS Event and Association Management

Item	Subject	Action
1	Welcome	
2	Apologies No apologies	
3	Minutes of the last meeting Accepted	
4	Matters arising No matters arising from the last meeting	
5	<p>How to progress the issue of EACH's name</p> <p>MD gave a brief recap of the discussion of this at the AACH board meeting for the benefit of those not at the last meeting which was that the AACH board appreciated that EACH had shown the consideration to discuss this with them prior to making any decision, but acknowledged that this decision was up to EACH.</p> <p>GH asked if the executive should first ask National Representatives from outside of Europe how they feel about being part of an organization with 'European' in the title. JS confirmed that this had already been done and that they were keen for EACH's name to be changed.</p> <p>EvWB raised the importance of keeping the 'EACH' brand, as it is widely recognized and has further meaning within the organization - tEACH, rEACH and pEACH. She asked if it would be sensible to get advice from a brand expert to find out other ideas of approaching this issue.</p> <p>It was accepted by all members of the committee that the ideal outcome would be to keep 'EACH' but for the 'E' to have a different meaning. Some name change ideas suggested in the meeting were:</p> <ul style="list-style-type: none"> • Keep the acronym EACH, but drop the meaning of the 'E' from the name so it would be called the Association for Communication in Healthcare • Expert Association for Communication in Healthcare • Earth-wide Association for Communication in Healthcare • Everyone's Association for Communication in Healthcare • Extended Association for Communication in Healthcare 	

	<ul style="list-style-type: none"> WEACH - World & European Association for Communication in Healthcare <p>It was agreed that JS would write to the Steering Committee to ask for their ideas of a name change to bring to the SC meeting in Heidelberg.</p> <p>It was also noted that once the organization's name has changed it would be necessary to inform the Charitable Commission to renegotiate terms.</p>	JS
6	<p>Overlap within our committees</p> <p>JS outlined that the reason for highlighting this was to ensure that when there is overlap between committees they function effectively together to reduce duplication in effort and to make sure that the committees always work to the same common overarching goals of EACH.</p> <p>EvWB suggested it would be good to have representatives from each committee to take on the role of key collaborators. This should be covered by the three Chair's in the first instance, but a secondary layer is important to make sure this functions well. This approach was agreed by the executive and also that this will take a bit of time and some careful discussions. MD highlighted that Lode Verreyen from rEACH had already expressed an interest in taking on a role like this.</p> <p>GH also mentioned that it is very important to ensure resources assigned to each committee is even to reduce the feeling of competition. This will be particularly important once the policy for applying for reactive and active funding streams has been set.</p> <p>FG suggested that it might help for all three sub-committees to meet once a year to coincide with their current meetings to share the work they are doing and enable an easy forum for discussion.</p> <p>SR outlined that currently on the EACH website the three committees are kept very separate with separate pages and aims and that it would help to have an ontological map of EACH to show how the committees sit within EACH's aims.</p> <p>EvWB is keen to take this issue on and lead on it, but it must not be rushed. EvWB will add this to the agenda at the Steering Committee meeting in Heidelberg to get National Representatives involved. EvWB & JS will work together to create a mechanism to take this forward.</p>	SR EvWB/JS
7	<p>Speed of progress in EACH</p> <p>JS explained that he is keen to get ideas for how to commit those who volunteer their time to actually get things done in EACH & empower the executive and committees to be able to say "you have committed to do this, so please get it done". Because everybody is a volunteer, it is probably easier if very small groups work on very specific time-limited tasks so that distinct products are produced and volunteers get a sense of achievement.</p> <p>EvWB thinks that there has been lot of progress within EACH and that progressing wisely is important. The newsletters and website have been a great new addition to help spread the message of what EACH does, but she agrees that it would be good to get the National Representatives more involved to encourage them to represent their constituents better.</p> <p>GH agreed that the improvement in the website demonstrates how much EACH has</p>	

	<p>grown in the last few years. He also highlighted that Twitter and other social media now give people a different perspective on time, as things appear to happen much quicker.</p> <p>It was agreed that the current facilitative, democratic style of leadership was desirable to keep & that the new structures of the working groups should help implement a more structured progress with smaller, meaningful, tangible projects.</p> <p>JS highlighted that one area that still needs to be improved is in the production and storage of agendas and minutes of the sub-committees and working groups, with clear action points, named people and deadlines. At present the minutes can go missing, so there needs to be a central repository for these on the website.</p>	JS/SAS
8	<p>Involvement of the membership</p> <p>JS explained the importance of getting more members involved in EACH, even in small tasks, to ensure the continuation of the association and the future of active members to be on the executive and steering committees.</p> <p>There needs to be careful future through to help committee members to deliver their tasks.</p>	
9	<p>Simulated Patient SIG</p> <p>MR outlined that the Simulated Patient's did not expect their reduced membership fee to include the same benefits as a full member. She explained they wanted a forum that enabled them to communicate with each other, have a webpage to share information & possibly a blog. They would not want PEC or reduced fees to attend events.</p> <p>FG asked how they would prove that they are a Simulated Patient and therefore get the reduced rate. MR suggested this could be controlled by the core SIG members who would vet the applications.</p> <p>A new membership category will need to be created to cover this. It was suggested that this would be called "Simulated Patient Associate Membership"</p> <p>MR and Cadja Bachmann will create a list of exactly what the Simulated Patient's want from this reduced membership and send it to FG to allow a calculation of what this will actually cost EACH. JS highlighted the importance of setting a realistic membership fee to comfortably cover the costs so that EACH did not bear any financial risk. It will then be necessary to set the criteria for who can apply for this membership, for example a nurse who occasionally works as a Simulated Patient would not qualify.</p>	MR/FG/JS
10	<p>Twitter and social media: how to increase</p> <p>SR's PhD student, Julia Amann, produced a document outlining how EACH can create a social media strategy. SR outlined the key thing to think about is what EACH wish to represent - market events, showcase latest research, be the leaders in communication healthcare information, etc.</p> <p>The strategy outlined the importance of having a committee to post onto twitter to ensure coverage of EACH's different committees activities. It was agreed by the executive that this would be a good way forward.</p> <p>FG suggested she could create a list of people who are currently quite active on the EACH twitter page to see if they would be good to approach to ask to be involved in this committee.</p>	FG

	<p>EvWB asked if the pEACH committee could take this forward, but SR wasn't sure that many pEACH members currently use twitter. It was agreed that the committee needed to be made up of active twitter users in order to be effective.</p> <p>SR was keen to first decide what EACH wanted to represent on social media before creating a committee, but the rest of the executive felt there was a risk that this would take too long and preferred to start increasing their presence online and monitor what is successful.</p> <p>FG suggested that it was possible to increase activity without a dedicated committee by proactively advertising Twitter hashtags associated with various events and reminding members of this hashtag and asking them to use it.</p> <p>JS will email the three sub-committee chairs asking them to get someone from each committee to be involved in taking this forward. JS also to thank Julia Amann</p>	JS
11	<p>Report on speaker list There have been 18 unique responses to the survey.</p> <p>MR advised that it isn't necessary to have a really long list of names as the number of times that the EACH executive will need to call upon this list will be quite low. She also highlighted that there will be an additional source of information that can be used to identify possible representatives in the future through the tEACH 'Dating Site' and the rEACH networking group's collated list of expertise which will become one combined document.</p> <p>JS is to send an email to everyone on the list to acknowledge receipt and thank them for volunteering, informing them that the executive will be in touch in the future if they are required.</p> <p>FG will close the survey.</p>	JS FG
12	<p>Investigation of possible fee for downloading material from website Both rEACH and tEACH want to have their resources on the website to be viewed by all, but to be downloaded by members only. JS advised that tEACH were keen to move the downloadable material to the members area so that instead of paying a fee it would be possible to only download material if you are a member, but anyone can still view it.</p> <p>MR wants to be able to track how many people are currently using the tEACH documents over the next 6 months to see if who is using the information and whether members would consider access to these documents an extra perk.</p> <p>FG to investigate these options with Kim Thurlow at SAS</p>	MR/SAS FG
13	<p>Progress on National Representative elections and President-Elect / Treasurer elections National Representative update: 21 countries received nominations – only 2 countries with less than 5 members had a nomination – Nigeria & South Africa; & only 2 countries with more than 5 members did not receive any nominations – Spain & Canada Of the 21 countries with nominations, 11 received more than one application and are currently open for votes</p>	

	<p>President-Elect & Treasurer update: The nomination committee have decided on who to invite to a formal interview and will report back to the executive on their recommendation at the next meeting.</p>	EvWB
14	<p>Money for projects KA, JS, EvWB & FG will have quarterly finance meetings to keep up to date with the budget. FG will produce an initial draft budget to be discussed at the first meeting on the 30th June. The budget will include money for EACH representatives to attend conferences and money for projects.</p>	FG
15	<p>Report on progress on public liability insurance FG has received a quote for public liability insurance for £333.75. She is waiting for a second quotation to be sent through to check this is competitive, but this is proving to be very slow. The public liability quotation received is likely to be accepted to move this forward.</p>	FG/JS
16	<p>Summer Event Planning Committee The Summer Event Planning Committee had an initial GoToMeeting with JS to bring everyone up to speed with the event and the various elements that will need to be decided upon at the outset. The first meeting will be held on the 19th July.</p>	
17	<p>Progress on EU grants policy document GH reported that the policy document has been agreed and finalised. GH to email FG the document to go onto the EACH website</p>	GH
18	<p>Communication Education Research SIG This SIG will be re-launched to the membership in two steps: 1. All those that initially expressed an interest in being in the SIG will be re-approached to see if they still want to be involved 2. Then a call will go out to all members to ask who is interested in being involved The SIG will report to both rEACH & tEACH</p>	EvWB
19	<p>SAS contract report so far JS received the final version of the contract from the solicitor immediately before the executive meeting. JS, EvWB & MD will go through this version before sending it back to SAS</p>	JS /EvWB/MD
20	<p>AOB PEC pages Unfortunately when a new executive editor took over PEC the EACH content was lost causing a great deal of work and difficulty to retrieve. The content has been recovered and can now be accessed by clicking on a button on the PEC website called 'EACH news'. This was the only way round the problem. There was one main issue as a result of this, which was that the rEACH Summer School students who wrote a 2 page submission were hoping this would be a proper publication, but it is now only accessible via the 'EACH news' button. Terry from Elsevier has been instrumental in helping with this and has suggested that in future any 2 page submissions should undergo a full peer review so that they can be proper publications. EvWB will inform Arnstein when these are submitted so he knows where they are.</p>	EvWB

	<p>Joziens Bensing & Teaching Awards update</p> <p>EACH received 9 applications for the new Teaching Award & 10 applications for the Joziens Bensing Award</p> <p>It is excellent to see so many applications as these had decreased in previous years for the JB Award.</p> <p>MD noted that the criteria for nominations needs to be changed for next time to include an exclusion criteria that members of the executive are not eligible to be nominated.</p>	
21	<p>Dates of next meeting:</p> <p>Wednesday 13th July - 3.30pm</p> <p>EvWB & MD will be on holiday for this meeting, JS will be in Sri Lanka but hopes to be able to dial in.</p>	