



2014 Annual Reports
College of Registered Nurses of Manitoba
890 Pembina Hwy.
Winnipeg, MB

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Report from the MNIA Communication Chair
Deb Giesbrecht

I have been providing leadership to the Manitoba Nursing Informatics Association as the Communication Chair for the last two years.

During the past year as the MNIA Communication Chair I have:

- Attended and participated in Executive Committee meetings throughout 2013-2014. Compiled, documented and distributed all MNIA Executive Meeting Minutes
- Secured speaker for webinar eRenal on April 28th, 2014. Forwarded communication on event to all members and associates
- Corresponded with members and associates via updated distribution list. Continued to update mail out list with new members. Drafted correspondence in relation to the Anti-spam legislation and sent to distribution list and updated list as necessary
- Attended CNA conference June 16 – 18 for joint booth presentation for CNIA and MNIA awareness and recruitment activities
- Planned and implemented fall education session *Social Media and Implications to Professional Practice* on October 15, 2014. Secured speakers and panel members. Communicated to members/non-members/ affiliated organizations/ education institutions via newsletters, calendar updates, etc. Developed Save the Date, poster and pamphlets for Education Event for distribution
- Secured location for AGM, distributed communication and constructed Call for Nominations Letter for distribution

- Developed and distributed survey to all members and associates. Compiled and distributed results to executive

Going forward I would suggest:

- Developing an Education Strategy/Communication Strategy following the lead of the CNIA
- Developing a stronger linkage with CNIA to utilize resources, knowledge and networking opportunities
- Consider forming an Education committee versus an Education chair to assist in planning education events. Responsibilities would include developing an education strategy and planned networking events
- Deliberate on how to profile NI – look at engaging members by having monthly/quarterly profile of a nursing informatician and post on website/newsletter. Initiate a quarterly newsletter on NI awareness and activities
- Engage in social media – suggest having someone manage a Linked In Nursing Informatics Group/Twitter/Facebook account

I want to thank the following MNIA Executive members: Kelly Hinds and Lorraine Toderash for their time and efforts over the last year. Thank you to all the MNIA members and especially to the volunteers who have supported the MNIA throughout the years.

Thank you for this opportunity to sit on the MNIA Executive.

Deb Giesbrecht
Communication Chair
Manitoba Nursing Informatics Association