

NPARI Public Relations Committee Meeting Minutes

February 11, 2026 – 7:30 PM

Attendance

- Jeanette Thibault, Janel Snowden, Laurie Anderson, Abigail Marter, Anne Neuville, DNP

Merchandise and Promotional Budget (Jeanette)

- Working on obtaining fleece samples with NPARI logo for members to try on at the Symposium from new vendor
- Exploring potential resale of fleece merchandise through NPARI store.
- Previous fleece samples did not have logo and had to be returned.

New plan:

- Order fleeces with logo
- NPARI owns samples permanently
- Can sell samples later if needed
- Working on procurement of a new NPARI banner for events and Symposium use.
- Promotional budget identified as \$1,000.
- Need to determine allocation of promotional budget funds.
- Budget source and allocation tracking needs clarification with Treasurer.

Discounts and Member Benefits

- Epocrates member discount successfully secured.
- Displayed on NPARI Website and Members only option when viewed
- Exploring additional discounts including malpractice insurance (NSO) and scrub/uniform vendors.
- Goal to increase membership value and recruitment through tangible benefits.

Social Media and Communications

- Discussion regarding Instagram posts feeding automatically into Facebook.
- Need to determine posting frequency (weekly cadence proposed).
- Plan to share NPARI webpage content to Facebook.
- Discussion regarding deletion of inactive Facebook group due to lack of engagement.
- Creation of a merchandise-specific Facebook account to ensure continuity of administrative access.
- Need for clearly defined content ownership and posting responsibilities.
- Abigail reported 4 new members joined NPARI LinkedIn group recently.

Newsletter

- Newsletter published February 2, 2026.
- Committee reviewed feedback and identified need to establish ongoing content calendar.
- Need to define timeline and ownership for next newsletter issue.

Membership Recruitment and Outreach

- Outreach to large healthcare systems including South County, Brown, CNE, Thundermist, and CharterCare.
- Recruitment outreach to educational programs including Rhode Island College, Salve Regina, and New England Tech.
- Goal to emphasize membership value and financial benefits exceeding membership fee.
- Discussion of outreach to Department of Health and conferences for recruitment.
- Nancy Harritos assigned to email expiring members monthly.
- Janel Snowden and James assigned to email non-members and expired members.
- Clarification needed regarding Treasurer's role in membership management.

Survey Results and Member Feedback

- Preferred meeting time identified as Mondays at 7:00 PM.
- Seven members expressed interest in Government Affairs Committee (GAC) and Political Action Committee (PAC).
- Feedback indicated concerns regarding NPARI lobbying efforts and sedation bill advocacy.
- Requests for expanded CME topics and education offerings.
- Discussion regarding continuation of pharmaceutical-sponsored dinners.
- Preferred locations for events include Kent County, Providence County, Bristol, South County, and Newport.
- **Continue pharm dinners?**
- There is a "Loophole" for BUH employees, NPARI to pay for the dinner to have the employees attend

Events and Planning

- Need to plan social networking events for members.
- Exploration of potential representative-sponsored event.
- Need to define event locations, dates, and responsible coordinators.
- Decision pending regarding continuation or discontinuation of pharmaceutical-sponsored dinners.
- Like dinner events
- But do NOT like pharmaceutical-sponsored dinners

- Abigail proposed using promotional budget for: **Educational dinner event**
 - American Cancer Society fellow
 - Willing to present cancer screening guidelines

Action Items Summary

- Finalize promotional budget allocation and tracking.
- Develop structured social media posting schedule.
- Clarify Facebook group status and account management.
- Develop newsletter publication schedule.
- Continue membership recruitment outreach.
- Implement expiring member outreach process.
- Plan upcoming networking and educational events.
- Clarify Treasurer's role in membership processes.
- Promote merchandise store and Symposium merchandise offerings.