

NPARI - Public Relations Committee Meeting

March 12, 2026, 7:30 PM

1. Attendance, members
2. Homework follow up:
 - a. **Jeanette**
 - i. Merchandise/vendor liaison
 1. Pick up samples for symposium - \$1200, but will get about \$200 automatically back.
 2. New banner - after symposium
 - a. Design
 3. Online store on website
 4. Need help with sales at symposium! - order sheets/ipad
 - ii. Promotional budget = \$1000
 1. Can we use this for paying for dinner speakers?
 - iii. Outside discounts to NPARI members
 1. Epocrates deal posted - will need to continue to promote!
 2. NSO (malpractice insurance) - can get 10% off for 3 years if attended the annual symposium - members must fill out form.
 3. Uniform stores? (No response from Alexanders)
 4. Other affiliate options?
 - iv. Instagram → Facebook
 1. Weekly content - Raquel?
 - v. NPARI webpage → Facebook
 1. Should we delete FB group?
 2. Raquel?
 - vi. Newsletter - Next one for May or June
 - b. **Laurie Anderson**
 - i. Facebook page control
 1. Jeanette made “NPARI merchandise” Facebook account so that Facebook control can be more transferable in the future
 2. Laurie:
 - a. Schedule time together to discuss:
 - i. Posts/Content,
 - ii. local NP news, sharing articles, etc
 - b. People send us content to share***advertise doing this??
 - ii. F/u on membership reach out to a large health care group (South County)
 - c. **Abbie Marter**
 - i. LinkedIn group access
 1. Posts/Content
 2. Communications
 - d. **Anne**

- i. F/u working on membership by reaching out to schools for membership recruitment (Salve, RIC, NET)
 - 1. Time to go into classrooms?
 - a. Salve
 - b. RIC
 - ii. F/u on membership reach out to a large health care group (South County).
 - iii. Google Drive Calendar - updating? Make content and events easier to view/share
 - e. Nancy Harritos**
 - i. Emailing monthly expiring members
 - 1. *thru ENP or separate individual email?*
 - f. Janel/James**
 - i. Emailing nonmembers/expired members
 - ii. Thundermist - NP fellowship
 - iii. Changed meeting name on website to general member meeting
 - iv. data on new members/renewing
3. New Ideas:
 - a. Make sign up area at symposium for committees - committee info
 - i. (7 people interested in joining GAC/PAC per anonymous survey)
 - b. Next Event ideas? - determine number of social event per year and disburse geographically
 - c. Anything else?
4. Sub-committees, summary/follow-up:
 - a. Social Media -
 - b. Membership - (targeted audience)
 - i. Discuss other strategies with Raquel
 - ii. Still need others to help with other large health care groups (Brown, CNE, Thundermist, CharterCare, etc)
 - 1. Designate spokesperson?
 - iii. Keep updating advertising the \$75 membership fees pays for itself with discounts - more partnerships
 - iv. *DOH - sending postcards?*
 - v. *Conferences/groups with NPs in RI?*
 - c. Newsletter
 - i. Next one: Spring May/June
 - ii. Content to include
 - d. Events
 - i. Social events - need help with planning
 - ii. Rep sponsored event - Marianne Hurley?
 - iii. Providence and Kent County, maybe 1 in Newport/Bristol/South per year?
 - iv. Bag pharm dinners?

- e. Merchandise
 - i. Determine #of promotional items/incentives, etc
 - ii. Help at symposium
- 5. Other questions/concerns
- 6. End