IOMSN EXECUTIVE COMMITTEE MEETING MINUTES

Meeting Date: August 17, 2026
Meeting Time: 7:04 PM - 8:07 PM (Eastern Time)
Attendees: Cathy Cordova, Kathleen Costello, Wallette Widener, Sara Schaefer, Bonnie Blain, Marijean Buhse, and Rachael Stacom

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MINUTES APPROVAL

Minutes from the previous meeting were approved by Marijean and Bonnie.

MISSION SUPPORT AND SPONSORSHIP LEVELS

Cathy Cordova presented the revised mission support proposal with four sponsorship tiers designed to support IOMSN's mentorship-driven mission:

Sponsorship Level Amount & Benefits
Visionary Advocate $75,000 - Name recognition, direct website link, mention at annual meeting
Sponsor Level $50,000 - Name recognition, website listing, mention at annual meeting
Supporter $25,000 - Name recognition, website listing
Friend of Nursing $10,000 - Name listing on website

The proposal evolved from a previous mission support request that Biogen declined. The revised structure with tiered sponsorship levels provides companies with options and clearer value propositions. The comprehensive proposal includes 11 pages detailing IOMSN's mission, initiatives, and impact.

Before resubmitting to Biogen, Rachael will reach out to Davina Brown (Key Account Manager, Northeast Region, Genentech) to obtain feedback on the proposal structure and messaging. Cathy Cordova will then resubmit the revised proposal. This consultation will inform the strategy for subsequent industry outreach.

30TH ANNIVERSARY CELEBRATION INITIATIVE

The committee identified the IOMSN 30th anniversary as a compelling mechanism to attract sponsorships and increase engagement. The proposed campaign will run throughout 2027, leading up to the CMSC conference, with the following elements:

- Monthly Activities: Community education initiatives, webinars, podcasts, and outreach programs designed to support MS nursing practitioners and students

- Social Media Campaign: Coordinated messaging across social media platforms to amplify visibility and engagement
- Recognition Mechanisms: Prominent sponsor acknowledgment through event-specific recognition, social media features, and webinar/podcast exposure

The anniversary theme provides tangible recognition that sponsors seek and demonstrates clear return on investment. The committee will develop a detailed campaign plan with specific monthly activities to present to potential sponsors.

NETWORKING AND SPONSORSHIP MATERIALS

The committee developed networking and sponsorship supporter flyers for distribution to local chapters and industry partners. These materials promote local MS nursing support initiatives and serve as outreach tools.

Planned Outreach:

- Distribution at upcoming program events at sponsor tables
- Education session at the September industry council meeting for chairs and committee members on flyer usage and distribution strategies

The September education session will help industry chairs understand how to effectively use and distribute these materials within their organizations and networks.

SUPPORTERS GUIDE UPDATE

The committee determined that the IOMSN Supporters Guide should be updated to reflect new sponsorship levels and mission support initiatives. This updated guide will be ready for the September industry council meeting and will provide clear information about sponsorship opportunities and requirements.

INDUSTRY COUNCIL LEADERSHIP

The committee discussed potential industry council co-chair candidates. Jeffrey remains the primary chair, and the committee is exploring co-chair options. Potential candidates include current industry leaders and former IOMSN members with strong industry relationships. Sara will reach out to Jeffrey re: Colleen Miller to ask whether she would be willing to serve as an industry council co-chair now that she is retired.

The next industry council meeting is scheduled for September 2026.

WEBSITE AND RESOURCE DEVELOPMENT

Updates on Medication and DMT Resources

Discussed creating a comprehensive Disease-Modifying Therapy (DMT) resource that organizes medications by administration route and includes relative advocacy classifications. The resource provides an overview of DMT medications for new MS nurses and those seeking prescribing guidance.

Key Features:

- Organized by administration method for easy reference
- Active links to FDA prescribing information that update automatically when changes occur
- Advocacy classifications to guide patient management discussions

Website Organization and SEO Enhancement

The committee discussed restructuring IOMSN's website content to improve search engine optimization (SEO) and user navigation. The proposed approach involves creating individual topic-specific landing pages that aggregate related resources while maintaining all existing content.

This strategy will:

- Improve organic search visibility for topic-specific queries (e.g., side effect management, symptom monitoring)
- Create clear pathways for new and existing nurses to locate relevant information
- Reduce maintenance burden through centralized, linked content rather than duplicated information

Leny is currently making progress on updates and will schedule a meeting with Rachael and Erin upon her return from vacation to review materials and coordinate next steps.

The committee is exploring Nightingale funding opportunities to support website enhancements, including increased interactivity and user-friendly features for both members and administrators.

NEW MEMBER OUTREACH AND ENGAGEMENT

The committee discussed strategies to welcome and engage new members, particularly those who may not actively seek outreach. Current membership application processes may not adequately capture member preferences for communication.

Proposed Engagement Strategy:

- Initial welcome contact from IOMSN leadership within the first week of membership enrollment
- Follow-up regional contact from the new member's geographic regional liaison within one to two weeks
- Streamlined membership application to reduce barriers to future outreach and engagement opportunities

The committee will review the membership application process to ensure it captures appropriate communication preferences while maintaining an inclusive, welcoming approach to new members.

SOCIAL MEDIA AND COMMUNICATION GUIDELINES

The committee reviewed existing policies regarding the use of IOMSN communication channels. Current guidelines limit content on the Google Group to specific organizational and clinical purposes to maintain focus and avoid overwhelming members with unsolicited outreach.

The committee acknowledged that IOMSN maintains active social media presence across Facebook, Instagram, and LinkedIn. Current social media engagement metrics show strong reach, with Facebook approaching 1,000 followers. The committee will review engagement analytics with Leny (Social Media Manager) to understand audience overlap between Google Group and social media platforms and to inform future communication strategies.

Social Media Engagement Update:

- The committee confirmed that IOMSN's social media pages follow major conference accounts and news sources to maintain visibility and engagement.

The committee will establish baseline engagement metrics and review communication strategy to optimize reach across all platforms. Will ensure there are clear guidelines on use of platforms.

FINANCIAL REPORT

Conversation Meeting Revenue

Total revenue from four scheduled conversation meetings: $74,000

Monthly Revenue Activity

June/July revenue: Approximately $1,150

Upcoming Revenue

TG Therapeutics Nightingale funding check received for 2027

NEXT MEETING

September 13, 2026 at 7:00 PM (Eastern Time) will be cancelled since the whole board is meeting on September 29th.

Meeting adjourned at 8:07 PM