

**DEPARTMENT OF HEALTH & HUMAN SERVICES**  
**Nurse Professional Advisory Committee**  
**COMMUNICATIONS SUB-COMMITTEE**  
**Annual Report FY 2013 - August 2013**

Date Submitted

**I. FY 2013 Communications Sub-Committee Goals and Issues**

Co-Chairs:

CDR Mike Krumlauf (Non-Voting member)

CDR Scott Lamberson (Voting member)

18 Active Members on Sub-Committee

**Strategic Focus Area: Communication**

*Strategic Initiative: Promote collaboration and communication with key stakeholders, both internal and external to the organization.*

- Goal A: Create mechanisms to foster enhanced dialogue with stakeholders in public health.
- Goal B: Promote PHS Nurse (civil service, commissioned corps, and tribal nurses) participation on the N-PAC listserv through marketing and increase subscription to the N-PAC listserv by 10% each year with regular reports to the N-PAC leadership.

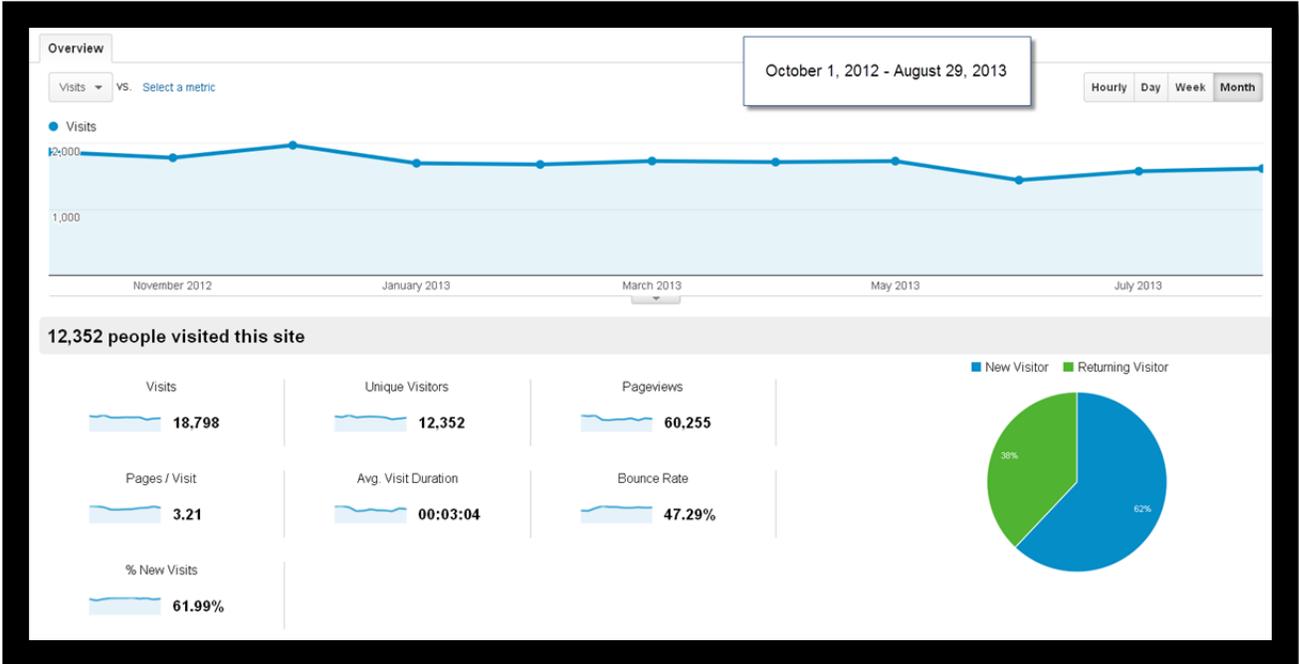
*Strategic Initiative: Increase availability of relevant information to support professional, leadership, and career development activities.*

- Goal C: Develop the next generation of PHS nurses to address evolving public health issues.

**II. FY 2013 Communication Sub-Committee Projects**

- N-PAC Nurse Resource Manual. The N-PAC Nurse Resource Manual was thoroughly reviewed and updated by members of the Collaborative Workgroup during the time period of December 2012-March 2013. The following sections were reviewed and updated, where indicated: History of Nursing in the USPHS, Career Opportunities with the USPHS, Career Development & Career Tracks, Personnel Systems, Professional Licensure and Certification, Training Opportunities, Nurse Resource Manual Appendices A through E, and Nurse Resource Manual Evaluation Form.
  - In June 2013, a new version of a fully downloadable pdf copy was also created in collaboration with the website workgroup and made available on the N-PAC website.

- N-PAC Member Orientation Guide. The N-PAC Member Orientation Guide was reviewed and updated by the Collaborative Workgroup beginning in January 2013, and the review was completed by March 2013.
  - In July 2013, a new version of a fully downloadable pdf copy was started in collaboration with the website workgroup to be made available on the N-PAC website. This project is ongoing.
  
- N-PAC Listserv SOP. Revised and updated guidance for posting information on the N-PAC listserv.
  
- N-PAC Website. The Website Workgroup continued to optimize website pages including adding new web pages for Career Development Resources, New Member Orientation Guide, and the Nurse Resource Manual. Two new website administrators were added to fill positions available in the website workgroup, and both completed training and orientation to the current content management system and new member responsibilities. Training was provided as needed for members as upgrades were made to website functioning. Workgroup members continued to evaluate and review the N-PAC website content in conjunction with their sub-committee liaisons, looking for typos, formatting issues and testing links to ensure operability.
  
- N-PAC Website Visit Stats (see images next page):
  - 19K visits in the last year with over 60K page views.
  - Average visit duration per visitor was around 3 minutes.
  - 62% of all visits were from new visitors.
  - The most popular search terms from a search engine (ie Google search) that brought new visitors to the site were: “public health nursing”, “public health nurse”, “usphs nurse pac”, “usphs npac”, and “phs nurse”



### Search Overview

Oct 1, 2012 - Aug 29, 2013

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of visits: 48.90%

Explorer

Site Usage | Ecommerce

Visits vs. Select a metric

Primary Dimension: Traffic Type | Source | Keyword | Campaign | Other

Plot Rows | Secondary dimension | Sort Type: Default

Keyword	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	<b>9,193</b> <small>% of Total: 48.90% (18,798)</small>	<b>2.77</b> <small>Site Avg: 3.21 (-13.64%)</small>	<b>00:02:23</b> <small>Site Avg: 00:03:04 (-23.38%)</small>	<b>66.37%</b> <small>Site Avg: 61.99% (7.66%)</small>	<b>52.22%</b> <small>Site Avg: 47.29% (10.43%)</small>
1. (not provided)	2,168	2.68	00:02:21	70.39%	57.33%
2. public health nursing	543	2.63	00:01:39	92.27%	46.96%
3. public health nurse	196	2.53	00:01:55	92.35%	49.49%
4. usphs nurse pac	138	5.28	00:04:43	31.16%	20.29%
5. usphs npac	126	4.61	00:05:21	29.37%	16.67%
6. phs nurse	103	4.41	00:03:14	32.04%	18.45%
7. npac usphs	102	3.47	00:03:12	18.63%	34.31%
8. phs nursing	89	5.15	00:05:33	44.94%	26.97%
9. usphs nurse	89	3.43	00:02:43	31.46%	13.48%
10. usphs nursing	61	3.69	00:02:36	54.10%	34.43%

### **Ongoing projects in FY 2012:**

- Management of N-PAC Website
  - Continue to utilize content managers to ensure collaboration between website workgroup and various N-PAC Sub-Committees.
  - Continue to update website and sub-committee web pages as content is updated and new content is added.
  - Work with FNSC representative to host their current contact information, goals and objectives on the N-PAC website. Plan to update at least on an annual basis.
  - Finalize ongoing work with Career Development Sub-Committee to customize their web pages to make them more user-friendly and meet their specific needs.
  - Finalize ongoing work with Awards Sub-Committee to customize their web pages to make them more user-friendly and meet their specific needs.
  - Work with Collaborative workgroup to complete a fully downloadable pdf version of the New Member Orientation guide to be made available on the NPAC website.
  - Domain name (phs-nurse.org) maintained through GoDaddy. Paid through February 10, 2018.
    - Cost is approximately \$50 every five years.
  - Hosting service provided by hostgator.com. Paid through September 10, 2014. Cost is approximately \$115 per year.
  
- Management of N-PAC Listserv
  - Provide the listserv service to ensure mass communication of pertinent information to the N-PAC.
  - Ensure that messages meet the 508 compliance requirements.
  - Posted an average of 13 listserv messages per month over the past year.
  - Membership only grew from 1,810 to 1,857 this year. However, the list is continuously scrubbed to remove duplications and old email addresses.
  - Collaborative Workgroup members continue to monitor the N-PAC Listserv for typos, formatting issues and non-functioning links on an ongoing basis.
  
- Management of N-PAC Facebook Fan Page
  - The Recruitment Sub-Committee monitors the N-PAC Facebook page and answers recruitment-related questions. The Communication Sub-Committee continues to post any job vacancies and other N-PAC communications, as well as assists with spam monitoring.
  - The N-PAC Facebook page has grown quite a bit this year with 1,250 “likes” and an average weekly reach of 500.

- With increased popularity of the site comes an increase in spam. Diligent monitoring to remove unwanted material will continue to be important in the coming year.

Outstanding projects

- No outstanding projects in FY2013.

### **III. FY 2014 Sub-Committee Projects**

Projects recommended for FY2014:

- Ongoing projects include the N-PAC Listserv, the N-PAC website, and Facebook page.
- The Nurse Resource Manual and Member Orientation Guide will both be updated in 4<sup>th</sup> Quarter 2014 once the new N-PAC leadership is in place. These resources are updated annually.
- Re-evaluate the design of the N-PAC website to make sure it's meeting the needs of the stakeholders/users.
- Evaluate need to recruit a new member for the website workgroup to follow webpage usage statistics for each sub-committee. Goal would be to provide regular reports and look at ongoing needs for optimization of webpages.
- Work directly with the Resource REACH Sub-Committee to customize new web pages to house information specific to each of their workgroups and offer additional resources for federal nurses using the website.

Proposed budget or operational costs:

- Website hosting: \$115
- Website domain name registration: \$0 (Paid for 5 year registration 2/11/13)
- Wordpress theme renewal: \$40

Committee lead working group/subcommittee co-chair vacancies:

- Collaborative workgroup: 2 Vacancies for new members
- Website workgroup: 1 possible vacancy for new member (For website stats, tracking of sub-committee website page stats – Google analytics)

Submitted by,  
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CDR Scott Lamberson