COHEHRE Council Meeting
Microsoft TEAMS
7th of January 2021

1. **Apologies**
   Aija and Attila

2. **Approval Minutes Council meeting: October 2020**
   Approved

3. **Conference replacement activities**

   a. *Academy*
   Student course: Social Innovation (Oliveira)

   b. *Research*
   4 webinars will be organized to offer abstract presenters the chance to present the abstract they had prepared for the conference.
   In addition, the team will offer **listen-on-demand Webinars** with Charlesworth Author Services and following the webinars the team will organise a paying seminar.

   c. *Str Mnt*

   A meeting will be scheduled in with the Core Group on what to organize, which topics to broach, what kind of webinars the members could benefit from.
   As the Core Group is short of 2 members and a general call hasn't resulted in candidates, it was decided to approach a few candidates personally.

4. **Marketing plan 2021**

   4.1 Mission and vision

   In order to redefine the target group and thus broadening the network, it was decided to tackle the following parts firstly:

   - Str Mnt as well as Academy and Research will discuss within their respective Core Groups:
       - What does the organization stand for: health care, social care, rehabilitation or do we want to broaden it? If not, what is our added value in comparison to other networks.
       - Where would you like to be in 5 years? What would you like to have achieved?
   - At the next council meeting the ideas and proposals will be put forward and it will be determined what direction to take.
   - Redefine target group and how to go from there
   - Update website
       - Membership fee return

- o Branches (if necessary)
- o Philosophy and goals
- o Council
- o Pictures
- o Add Social Media (LinkedIn, Facebook, YouTube…)
- o Set up Social Media
- o Determine the use of Social Media
- o First posts on LinkedIn could be introductory posts + link to updated website

4.2 Strengthen the pillars

When the Target Group is redefined, the pillars need to become more solid.

4.3 Broaden network

a) <u>Membership fee</u>

If all of the above has been sorted, different set-ups could be discussed regarding the membership fee:
- o *Individual fee*
  For those people who want to participate in COHEHRE but their institution is not willing to go for a membership yet.
- o *External partner fee (hospitals, etc.)*
  In academic hospitals research is important, which might make it interesting for them to join.
  Str Mnt issues are similar everywhere

b) <u>Use of partnerships</u>

Use of partnerships
How to maximise use of partnerships? It is of a general opinion that a closer look should be taken at the use of partnerships and how to make it a win-win for COHEHRE as well as our partners.

c) <u>Expertise within COHEHRE</u>

d) <u>Communication plan</u>

e) <u>Content Calendar</u>

The Content Calendar will offer transparency on what is happening within the 3 branches. In addition, a course evaluation could be reported upon at the council making it easier to capture the possible outcomes. It could serve as a way of promotion and return on COHEHRE investment.

It was decided to have at least 2 newsletters but to send an extra newsletter if we would have more info to be shared. At the moment, subjects have been divided over 2 newsletters.

5. **Newsletter January**

6. **Annual report**