



NJCOMO – Communication Subcommittee

CNO/VP Advisor:
Chair: Cathy Herrmann
Co-Chair: Omar Aranibar

Team Objective:

- Improve and Coordinate communication internally and externally.
- Own and maintain website

Start: 01/01/2019
Close: 12/31/2019

Project Overview

Mission Statement: The New Jersey Council of Magnet Organizations (NJCOMO) will serve to champion New Jersey as a premier state for high quality outcomes and support the Magnet organizations' commitment to professional nursing excellence through partnerships, collaboration, research, and positive empirical outcomes.

Goal Statement:

- Develop a mechanism for timely communication of all NJCOMO activity including meeting updates
- Management of NJCOMO website and social media (Face book & Twitter)

Objectives:

- Place the database of member hospitals to include timeline of Magnet Journey in collaboration with the MPD subcommittee and place timeline on website.
- Place bio and demographics of each facility on web site.
- Consider planning a social event for NJCOMO members

Scope and Boundaries: Communication of all hospital members and national organizations

Expected Outcomes: timely communication of all NJCOMO events and multimedia

Benchmark:

Cost Savings: (Dependent on study):

Team Members:

Marie Karl Vilceus-Tally- Jersey City Medical Center
Kate Campos- Overlook Medical Center
Trish Crosby – Hackensack Meridian Health Riverview
Michele Egariama- University Hospital
Tirso Ballesteros- The Valley Hospital
Annie Shelton- Centrastate medical Center
April Keldo- St. Peters University medical Center

Resources:

- Jimdo Website: NJCOMO.org
- Omar Aranibar – Website developer