Minutes
Annual Membership Meeting (AMM)

Thursday May 25, 2017
1800-2100

London Convention Center
Ballroom 3
300 York Street
London, Ontario
N6B 1P8

Registration
From 1700-1800 registration of CAET voting members took place. Adobe Connect was launched for the electronic broadcast of the AMM with 11 on-line.

CAET AMM Call to Order
At 1830 the meeting was called to order by CAET President Rosemary Hill. Members were welcomed to the 2017 CAET AMM. Corey Heerschap and Kim LeBlanc were appointed counters for voting by CAET Members in the room. Virginia McNaughton and Julia Harris were appointed counters for voting by CAET Members on-line.

CAET Board of Directors, Core Program Leaders, CAET Executive Director, and CAET Academy Director Roll Call
Roll call was done by Laureen Sommerey, CAET Secretary. Regrets received from Karen Napier (Core Program Leader – Informatics and Research) and Susan Mill-Zorzes (Core Program Leader – Marketing) prior to meeting. The following were in attendance:

Executive Officers and Directors
President: Rosemary Hill
President Elect: Chris Murphy
Treasurer: Deb Cutting
Secretary: Laureen Sommerey

Executive Director and Officer: Cathy Harley

Regional Directors
BC/Yukon: Teresa Stone
Prairies/NWT/Nunavut: Eileen Emmott
Ontario: Donna Fossum
Quebec: Nevart Hotakorzian
Credential's Report – Quorum (Laureen Sommerey)
The credential’s report was presented by Laureen Sommerey, CAET Secretary. Quorum was reached with 67 voting members present (56 in room and 11 online).

Review and Adoption of 2017 AMM Agenda
Rosemary Hill requested the addition of the nomination and election of the CAET Regional Director for Prairies/NWT/Nunavut.

Adoption of 2016 AMM Meeting Minutes

Adoption of 2017 Annual Report
CAET 2017 Annual Report was put forward by Laureen Sommerey.

Executive Officers and Directors
President – stands as submitted
President Elect – stands as submitted
Treasurer – stands as submitted
Secretary – stands as submitted
Executive Director – stands as submitted

Regional Directors
BC/Yukon – stands as submitted
Prairies/NWT/Nunavut – requires the addition of electronic signature to page 34 otherwise stands as submitted
Ontario – stands as submitted
Quebec – stands as submitted
Atlantic – stands as submitted

Core Program Leaders
National Conference Planning – stands as submitted
Informatics and Research – stands as submitted
Professional Practice and Development – requires the following revisions to page 47
- delete “revision to be discussed with the board of directors then presented at May 2017 AMM” and change to “revisions to be discussed with the board of directors in May 2017 and then formatting to be done in time for presentation at the 2018 AMM”
- delete “the third revision of the standards is planned to be completed in 1.5” and change to “the third revision of the CAET standards of practice is being planned”

Political Action – stands as submitted
Marketing – stands as submitted

CAET Academy Director – requires the following revision to page 62
- increase number of awards given to preceptors in Ontario to 4 instead of 3

CAET/JWOCN Editorial Board Feature Section Editor – stands as submitted

Nominations Chair – requires the following revisions to page 67
- remove “All CV’s for Mary’s position will come to Cathy Harley and the new director will be appointed at the next AMM May 25th 2017” and replace with “Eileen Emmott was appointed by the board as Regional Director for Prairies/NWT/Nunavut Regional Director in January 2017”
- remove “Corey Heerschap has just been appointed as the new treasurer” and replace with “the board has identified a candidate that will be appointed as the treasurer”

I, Laureen Sommerey, move to approve the 2017 CAET Annual Report with the revisions as outlined above. Seconded by Paulo da Rosa. Diane Garde requested that the spelling of St John be corrected on page 21, and on page 45 the spelling of Ostomy Canada be changed and it be noted the MJ Buie is the president of the Toronto Chapter of Ostomy Canada. All in favour. Motion approved.

CAET President’s Report (Rosemary Hill)
Rosemary Hill presented her 2016-2017 CAET President’s Report. She provided an overview of the work of the Board and Core Program Leaders, highlighted the achievements of the CAET Academy and the outlined strategic direction for the association (CAET Vision 2020).

Core Programs

National Conference Planning
- Held 2016 National Conference in Montreal, Quebec in partnership with WOCN
Informatics & Research
- Revision of the Best Practice Recommendations for Enterocutaneous Fistula (ECF) in progress
Beginning work on ETN Nurse Data Collection Project focussed on how ETNs collect statistics in practice

Marketing
- Continues to focus on consistent branding of CAET
- For ET Nurses’ Week held:
  - Video contest
  - Quality in Progress campaign
- Communications
  - Website work continues
  - Monthly E-blasts to members

Political Action
- Ostomy
  - Ostomy Impact Study
  - Disability Tax Credit initiative support
  - Atlantic Canada ostomy reimbursement initiative
- Wound
  - Off-loading device reimbursement – Ontario
  - Health Quality Ontario Wound Standards
- Continence
  - Beginning work on a future initiative

Professional Development & Practice
- CAET Standards for Enterostomal Nursing Practice: 2nd Edition
  - Completed April 2016
  - Download from CAET website – www.CAET.ca
- ET Nurse Position Statement
  - In progress
- Advancing continence practice
  - Continence Exchange – a regular feature article in CAET Link

CNA Certification
- Susan Mills-Zorzes represented CAET at the CNA Certification Task Force
- Over 125 ET Nurses have achieved CETN(C)
- ET Nurses are recertifying
- ETNEP graduates can now write sooner – information on CNA Website

CAET Academy Highlights (details found in Academy Director Report)
- Expanded the ETNEP Program
- Webinar Series
- Preceptor recognition

Developing ET Nurse Leaders
- 16 completed the first cohort of the CAET Leadership Program
- Thanks to Hollister for their support

JWOCN Partnership continues
- Lina Martins is the Canadian Feature Editor for JWOCN
- Committee members include: Kim LeBlanc, Louise Forest-Lalande, and Mary Hill

**Operations**
- Successfully completed the 2016 year-end financial audit
- CAET is in a strong financial position
- Currently finalizing administrative manual and operating policies
- A new members data base has been developed

**What’s next?**

**CAET Vision 2020**
- 2017-2020 strategic planning for CAET and CAET Academy to take place October 19-22, 2017

**2017-2018**
- Our commitment is to support excellence in wound, ostomy and continence care by:
  - Building and maintaining membership
  - Advancing the ET profession
  - Improving access to ET relevant data

**CAET Executive Director's Report (Cathy Harley)**
Cathy Harley reviewed the 2014-2017 CAET Strategic Plan, which is focussed on “connecting in new ways to make the CAET more influential, accessible, responsive and accountable”. In addition, an overview and/or update on: CAET governance, an environmental scan of influential factors, the 2014-2017 CAET strategic plan, CAET mission and vision statements, membership numbers, 2014-2017 strategic priorities, national collaborations, CAET Leadership Program (mandate, purpose), Core Program achievements, CAET Link, Name Change Project, ISTAP, CAET Strategic Plan 2017-2020, and key results of 2014-2017 Strategic Plan.

**CAET Governance**
- Run according to bylaws and Canada not-for-profit ACT
- Report to the Canadian Revenue Agency as a registered charity
- CAET Board of Directors in place to ensure CAET is administered correctly
- Core Programs do the work of the CAET Board of Directors
- Has regional structure, to give members local representation
- CAET owns & operates the CAET Academy
- There is also an official interest group, ISTAP, which represents the skin tear interests of members
- The CAET board of directors provides oversight for the CAET and CAET Academy by:
  - Establishing strategic direction
  - Ensuring compliance with policies, standards and offerings
  - Executing strategy and managing risk
- CAET human resources are in place to support CAET members and the activities of the association and the Academy
  - CAET human resources include:
    - CAET Board (volunteers)
    - CAET Core Program Leaders (volunteers)
- CAET Executive Director
  - CAET Academy Director
    - 2 Support Contractors
    - Preceptor Manager
      - 2 Preceptor Coordinators
    - CAET Academy Faculty x 10 people
  - Book Keeper
  - Member Coordinator
  - Web Master
  - Link Publisher
  - Lawyer
  - Auditor

Environmental Scan
CAET must consider the findings of an environmental scan when making strategic planning decisions. A number of factors influence the work of CAET, including:
- A fragmented healthcare system resulting in inequity in patient care delivery and product access
- The name CAET does not reflect what ET Nurses do in specialized wound, ostomy and continence care
- The impact of upcoming retirements of ETNs requires succession planning
- Need to support the I.T. Skills of ETNs - need an electronic file sharing system and other computer skills for Core Program members to improve efficiency when working from a distance.
- Need for Web/Social Media – including Website redevelopment and Social Media platforms
- Need for leadership development of ETN's to build & sustain the future generation
- Need for financial sustainability and diversification of revenue streams
- Government is focussed on health system sustainability
- Numerous CAET stakeholders

CAET Strategic Direction: 2014-2017
The CAET Strategic Direction: 2014-2017 is focussed on 3 areas: member products and services, advocacy and representation, and community building.
The CAET is committed to:
- Providing “best in class” evidence-based education in wound, ostomy and continence
- Enabling best practices in wound, ostomy and continence
- Advancing ET Nursing career development and leadership capacity to create effective interprofessional teams, advocacy platforms and CAET governance.
The desired outcomes will be:
- Specialized ET Nursing practice performed at a high standard
- Patients will benefit from safe & effective care
- ET nurses will lead the development of effective interprofessional teams and advocate for better patient care
**CAET Mission**
The Canadian Association for Enterostomal Therapy is a national organization that unites and serves Enterostomal Therapy Nurses and Associates through Advocacy, Education and Research for the highest quality of specialized care for individuals experiencing wound, ostomy or continence issues.

**CAET Vision**
Leading excellence in wound, ostomy and continence management.

**CAET Membership**
CAET membership for the years 2010 to 2016 from all provinces was presented. The membership in 2016 was 397.

**Strategic Priorities: 2014-2017**
- Strengthen Membership: Create, implement and sustain a growing membership organization
- Demonstrate Value to all E.T. Nurses/Members: Through new programs and initiatives that build on strengths, evaluation and revision & respond to members & patients
- Establish a Clear Identity: through recognition & understanding of the CAET association name
- Governance, Planning and Decision-Making: Achieve measurable improvement in CAET Member’s understanding in how the CAET is governed & managed, apply a sustainability lens to decision-making, and create a clear governance model
- Outcomes Research Platform: Complete outcomes research in ostomy to support lobbying efforts
- Financial Responsibility: Management of existing resources & make sound long-term choices that allow core programs and services to be sustainable
- National & International Recognition for Academic Excellence in wound, ostomy & continence education through CAET Academy programs to meet the needs of E.T. Nurses & aligned healthcare professionals
- Build Leadership Capacity: pursue organizational excellence through academic & governance processes
- Advocate for & represent the interests of E.T. Nurses build collaborative partnerships strengthening visibility & credibility.
- Develop a Technology Infrastructure, to support core program activities, communications/Social Media and improve efficiencies
- Contractor Engagement: Integrate & align human resource strategies to build a satisfied & committed contracted staff

**National Collaborations**
- Canadian Nurses Association (C.N.A):
  - CAET is a member and will be actively involved in the Canadian Network of Nursing Specialties
  - CAET was reassessed by CNA and designated as a nursing specialty in April 2017
    - Appointed to Advisory Committee
- Attended WebEx meetings/teleconference every 6 weeks
- Will be 1 of 10 voting delegates at the June 2017 AGM
- Focus on certification – Susan Mills- Zorzes represented CAET on Certification Committee

- Ostomy Society Canada:
  - Ostomy reimbursement task force
  - Marketing promotion of the “Find an ET Program”
  - CAET support of the “Stoma Stroll” fund raiser
  - Discussions with Chron’s & Colitis Canada

- Canadian Continence Foundation
  - Continence reimbursement initiative

- Wound Care Alliance Canada
  - CAET participation on steering committee

- Wounds Canada
  - Removable off-loading device reimbursement advocacy
  - Supported advocacy with Quebec Ministry of Health – Levis Wound Clinic

- World Council of Enterostomal Therapists (WCET)

- Wound, Ostomy Continence Nurses Society (WOCN)
  - 2016 joint-conference in Montreal

- National Pressure Ulcer Advisory Panel (NPUAP)

- American Association for Advancement of Wound Care (AAWC)

- North American Wound Care Council (NAWCC)

CAET Leadership Program

- Mandate
  - Make the leadership skills of Enterostomal Therapy Nurses visible
  - Advance the profession
  - Build a sustainable wound, ostomy & continence nursing specialty

- Identified in the 2014 CAET Strategic Plan as a priority due to:
  - ETN’s being replaced by lesser skilled health professionals to save money
  - No recognition of specialization for increased pay
  - Senior administration not clear on the value an ET Nurse brings to the healthcare system (tri-specialty)
  - ETN’s need to develop a stronger voice to support change

- Overview
  - Program consists of pre-session, launch weekend, online modules (Achieve Results, Develop Coalitions, Systems Transformation), discussion forums, leadership challenge, develop your authentic leadership presence, triad work, coaching support and anchor session

  - Based on “LEADS” leadership framework

Achievements of Core Programs

- National Conference Planning (Chair: Mary Hill)
  - Results of 2016 WOCN/CAET Conference in Montreal
- 1,100 participants
- Relevant & interesting educational sessions
- Outstanding exhibit hall
- Positive evaluations
- Financially successful
- Implementing London Conference 2017
- Launched planning of May 3-6, 2018 CAET conference in Victoria, BC
- Planning for an Ottawa Conference in 2019

- Informatics & Research (Chair: Karen Napier)
  - ECF Best Practice Recommendations revision in progress
  - ET Nurse data collection project: How ETN’s collect statistics in their practice on the work that they do
  - Patient Decision Aid: Intermittent Self catheterization
    - Available on the CAET website
    - Article in the CAET Link Dec 2015
    - Hard copies available at the CAET booth

- Professional Development & Practice (Chair: Laura Robbs)
  - CAET Standards for Enterostomal Therapy Practice
    - Launched June 2016
  - ET Nurse Position Statement
    - In progress
  - Continence Exchange- continence practice focussed article in the CAET Link

- Political Action (Chair: Kim LeBlanc)
  - Ostomy
    - CAET & Ostomy Canada Society
      - Ontario: Achieved 62% increase in ADP funding of ostomy supplies & temporary ostomy funding from Day 1
      - Ostomy Impact Study
    - Atlantic Canada: Developed a strategy for universal funding of ostomy supplies
      - June, 2016 – met with New Brunswick Ministry of Health and Health Minister of Newfoundland & Labrador
    - Disability Tax Credit project

- Wound
  - Health Quality Ontario Wound Care Standards
  - Reimbursement of Off-Loading Devices

- Marketing (Chair: Susan Mills-Zorzes)
  - Development of new CAET Data Base
    - Membership registration process
    - Discussion forum
    - New “Find an E.T. search engine
    - To be launched by June 2017
- CAET Website re-design  
  - Launch expected September 2017  
- Development of Virtual Office System  
  - Launch expected Fall 2017  
- CAET Administration Manual

**CAET Link**
- Official publication for members  
  - Launched electronic flip book – March 2017 – which will be offered as a second option in addition to the hard copy  
  - 3 issues per year (March, September, December)  
  - Produced on time & on budget  

**CAET/ET Nurse Name Change Project**
- One-and-a-half-year project completed  
- Recommendation for new name for CAET & Enterostomal Therapy Nurse/Enterostomal Therapist approved by the CAET Board of Directors to move to CAET Member review and vote at May 25, 2017 AMM  
- 8 Town Hall meetings over the past month to present findings/recommendations to the CAET Members – attended by over 100 CAET Members  
- Electronic vote on the name change for the CAET and ET Nurse/Enterostomal Therapist launched May 23, 2017

**International Skin Tear Advisory Panel (ISTAP)**
- Strategic plan developed  
- Governance in place  
- New website in development  
- Key Projects  
  - WHO ICD code for skin tears  
  - Consensus – skin tear terminology  
  - Best Practice Guidelines for Skin Tears  
  - Patient Enabler

**CAET Strategic Plan: 2017-2020**
- Bringing value to the CAET members will be a main focus of the association

**CAET Strategic Plan: 2014-2017 – Key Results**
- Name change decision – strategic positioning for the future  
- Governance/leadership has been strengthened over the past 3 years  
- Financially strong position – need to continue to focus on fiscal management  
- Increased opportunities for advocacy  
- More tools to advance the tri-specialty of ET Nursing  
- Continued focus on communications  
- Focus on increasing capacity in the CAET Academy
CAET Treasurer's Report (Deb Cutting)
The 2016 Year End Audit (January 1, 2016 to December 31, 2016) was completed to the satisfaction of Ouseley, Hanvey, Clipsham, Deep LLP, Licensed Public Accountants. The audited statements of CAET’s financial position were done in accordance with accepted Canadian Auditing Standards. The audit included the CAET Academy & ISTAP as entities of CAET, and examined the association’s operations and cash flows for the year.

André Lavigne, of Billings Bridge Book Keeping Services, was hired as CAET’s book keeper as of April 2017.

CAET was audited by Canada Revenue Agency (CRA). All Registered Charities are eligible for random CRA audits. The audit has been completed with CAET officially passing the audit. CAET has been diligent in maintaining an accurate paper trail in every aspect.

The statement of operations for the CAET and the CAET Academy for 2014-2016 and the current financial status of the CAET and the CAET Academy were reviewed. 

The board approved 2017 CAET Budget (January 1, 2017 to December 31, 2017) was reviewed.

In summary:
- We remain appreciative of, the support from our Industry partners
- Our joint CAET/WOCN 2016 Conference was a success!
- CAET is in a strong financial position in 2017 but we must stay fiscally focused

Be it RESOLVED THAT Bruce Deep, CA, MBA, Licensed Public Accountant of Ouseley, Hanvey, Clipsham, Deep LLP Chartered Accountants is appointed the public accountant of the CAET to hold office until the close of the next annual meeting of the members or until a successor is appointed, and the Board is hereby authorized to fix the remuneration of the public accountant.
Motioned by Deb Cutting. Seconded by Kathryn Kozell. No discussion. All in favour. Motion approved.

CAET Academy Report (Virginia McNaughton)
Virginia discussed the organizational chart and human resources of the Academy, student enrolment for 2016-2017, the results of the 2016 objectives, marketing & communications, and next steps for the Academy.

Human resources
The human resources of the CAET Academy are comprised of:
- CAET Academy Director
- CAET Academy Administrative Assistant
- Preceptor Manager
  - Quebec Preceptor Coordinator
  - Preceptors
- Academic Advisors (ETNEP & K2P)
- IT Learning Support

The roles and relationships between all of the above and the CAET Board and Executive Director was reviewed. The academic advisors and CAET Academy Support Contractors were introduced by PowerPoint.

**Student Enrollment**

Student enrollment at the Academy (ETNEP & K2P) was reviewed for 2013 to January 2017. There were 51 ETNEP students (42 English, 9 French) and 40 K2P students enrolled in 2016. Planning an additional cohort for May 2017 to accommodate increased demand from BC.

**2016 Objectives – The Results**

- Launch a wound care program in conjunction with Bow Valley College
  - Results: CAET Bow Valley – Foundations of Skin & Wound Management
    - 8 students working with Nancy Parslow & Virginia McNaughton
    - New format using a blog and bi-weekly live discussion forum/webinar
    - Comments from students are very positive.
    - Labs scheduled for June in Calgary at Bow Valley College with Patrice Jull
- Complete Recognition of Prior Learning process for wound care
  - Results: Recognition Prior Learning (RPL)
    - 1 student successfully completed Wound RPL
    - Student completed a portfolio on line, an assignment, an interview and an exam
    - Chris Murphy, Nancy Parslow and Virginia McNaughton assessed the quality of the portfolio and interviewed the student
    - 2nd student in process at this time
    - Discussions underway to create an RPL for continence to attract NCAs
- Launch an updated formal awards program for the CAET Academy
  - Results: Awards for ETNEP Graduates
    - Nightingale Medical – Gail Hawke Trailblazer
      - BC ET demonstrating Leadership - $2500.00
    - Rob Hill – The Summit Award
      - 3 per year for Ostomy - $1500 each
    - ConvaTec Canada – Bill Carcary Award
      - Academic Scholarship - $3200.00
    - Ostomy Canada
      - National Tuition Bursary - $1500.00
    - Vancouver Ostomy
      - BC ET who “gives back” - $1500.00
- Launch a continuing education webinar series for members
- Results: CAET Academy Webinar Program launched
  - September – Wound Research, Chris Murphy
  - October – Neobladder, Deb Cutting
  - November – Webinar Posters, Lina Martins
  - December – History of Ostomy, Kathryn Kozell, Diane Garde, Diane St Cyr
  - January – Skin Tears, Kim LeBlanc and Valerie Chaplain
  - February – Continence, Lisa Hegler
  - March – Pilonidal Disease, Connie Harris
  - April –Bacteriuria, Laura Robbs
- Develop a new admissions policy
  - Results: CAET Admissions Review Committee
    - Ensure applicants are appropriate and plan to follow an ET Career path.
    - Committee Members
      - Lisa Hegler, Karen Napier, Dawn Lypchuk, Keri Coulson, Louise Turgeon, Nancy Parslow, Dorothy Phillips
    - Reviewed current admissions policies
      - Developed new admissions standards which are currently under Board review
- Revise performance evaluations & contracts for the CAET Academy Contractors
  - Results: Performance Evaluation & Contracts
    - Performance standards and evaluation tool revised
    - Contracts extended to Dec 31 2017
    - New contract negotiations will be preceded by performance evaluation
    - Incremental pay increases will be rolled out with new contracts
- Increase number of grads writing CNA Certification
  - Meetings with CNA to facilitate writing for grads
  - New Information on CAET Academy website
  - Reminders posted in student forums
  - Information included in new student welcome calls and Professional Practice Courses
- Increase recognition for Volunteer Preceptor Faculty
  - 96 Preceptors precepted students for a total of 7476.5 hours
  - 15 Preceptors were acknowledged with an honorarium of free membership in CAET for service >150 hours
  - Feature Article in Link honoring Connie Shultz

Marketing & Communications
- All CAET Academy brochures redesigned
  - CAET ETNEP brochure
  - K2P Program brochures

Next Steps for CAET Academy – Plans for 2017
- Strategic planning at mid-year board meeting – October 2017
- New ETNEP admissions processes to be developed & implemented
- Update ETNEP educational enablers
- Virtual Journal Club to begin September 2017 with Kathryn Kozell leading
- Succession planning for Preceptor Manager
- Succession planning for Academy Director

**ET Nurse Position Statement (Cathy Harley)**
A working group has been established. A draft has been reviewed by the CAET Board of Directors and sent to 22 CAET members for stakeholder feedback. Decision to be made by Board whether to incorporate feedback and format into a formal position statement. To be completed prior to and launched May 3, 2018 at CAET AMM.

**CAET & ET Nurse Name Change Project (Cathy Harley)**
Cathy Harley provided an overview of the Name Change Project which originated as a Leadership Challenge Project. A summary of the presentation is provided below.
- Current names do not reflect the specialized role in wound/skin care, ostomy & continence care
- The CAET Board of Directors identified a strategic priority to assess the name of the association and to look at whether the current name and name of the Enterostomal Therapist/Enterostomal Therapy Nurse would be sustainable
- Leadership Challenge Problem Statement
  - Healthcare providers and patients as well as stakeholders of wound, ostomy and continence care, do not get the name(s), or the focus
- Leadership Project Challenge
  - Need to think analytically, critically and question the status quo
  - Identify issues and solve problems
  - Obtain stakeholder feedback – collect and analyze data
  - Design and implement an effective process across systems
  - Drive open mindedness - creativity within the lens of improvement
  - Involve the CAET Members
- Project Charter: Scope & Process
  - Scope: what was included & excluded in the project
  - Names of Team Members
  - Project Goals: set direction
  - Timeline
  - Key Stakeholders
  - Action Plan
  - Milestones
- Project sponsor (CAET Board)

- **Key Milestones**
  - Identified as a strategic priority in the 2014-2017 CAET Strategic Plan
  - Selected as a “Leadership Challenge Project” – September, 2015
  - Formed a project team/charter – February/March 2016
  - Completed survey data collection and analysis by June 1, 2016
  - Presented findings at the Leadership Program anchor session – June 9/16
  - Presented survey findings to the CAET Board of Directors – October 22/16
  - Board made a decision on next steps of name change project – October 23/16
  - Meetings held with WOCN Executive & C.N.A. Leadership – November 2016 - April 2017
  - Town Hall Meetings held with CAET Members regarding recommendations for name – April/May 2017

- **Project Opportunity:**
  - 36-year plus names: Canadian Association for Enterostomal Therapy (CAET) - Enterostomal Therapist/ E.T. Nurse
  - The association and the specialty nursing group are being held back by two seemingly impenetrable barriers.
    1. Perpetual confusion in the healthcare sector about what an Enterostomal Therapy Nurse is and what they do
    2. Their relationship with a specialized nursing role in wound, ostomy and continence care
  - No matter how successful we were in getting the name Enterostomal Therapist/ Enterostomal Therapy Nurse into the public domain, the majority of times people get the name wrong and do not understand what it means, or the role that the nurse performs
  - As a result, the specialized job position of wound, ostomy and/or continence care could be given to a health provider of different qualifications or lesser skilled healthcare workers
  - Many people have a hard time pronouncing the name Enterostomal Therapist/Enterostomal Therapy Nurse
  - To solve the problems, we need names that resonate

- **Project Rationale:**
  - If Healthcare Stakeholders are struggling with pronouncing and understanding the name, it can have an impact in getting the association’s and the specialty nurse’s name wrong filtering down to a confused state to front line caregivers and patients
  - Creates a barrier to building relationships
  - Impacts branding the association and the specialty nurse title
  - If the audiences didn’t know what ‘Enterostomal Therapy’ means, there is a high chance they would not understand the services they provide
- The only audiences who do know who the Enterostomal Therapist is and what they do are long-time health providers and those with whom one on one relationships have been established

- Leadership Challenge Project Goal
  - Develop a business plan to determine whether or not a name change for the Canadian Association for Enterostomal Therapy (CAET) and the Enterostomal Therapy Nurse (E.T. Nurse) title is warranted to support a tri-specialty and if so, what the recommended name changes would be in both official languages English and French

- An environmental scan was undertaken to look for ideas and best practices and trends that will shape the project outcome

- A stakeholder analysis was completed. The values, loyalties and losses to stakeholders were considered. The following stakeholders were asked “should the name of the CAET/ET Nurse Change?”
  - Enterostomal Therapy Nurses
  - CAET Board of Directors and members
  - Wound, ostomy, continence patients and families
  - Project Leads
  - Industry Partners
  - Associate healthcare professionals with WOC interest
  - Aligned health care organizations (i.e. Ostomy Canada)

- Influential Factors
  - Achieving authorization
  - Buy in from the CAET Board of Directors
  - Acceptance by the majority of CAET Members
  - General public understands the name
  - Buy in from WOCN Society, WCET & Canadian Nurses Association
  - Avoids provincial nursing body issues
  - Doesn’t conflict or cause confusion with competing associations
  - Resonates with sponsors
    - Name change must be assessed with donors/sponsors in order to determine the attractiveness of future market potential to the funders
    - If the sponsors support the decision, there will be a renewed energy, increased momentum and greater opportunity for success through properly funded initiatives

- French translation
  - Recognition of the branding of l’Association des infirmières et infirmiers stomothérapeutes du Québec (AIISQ)
  - CAET Board of Directors will work on a separate plan for Quebec

- Cost implications (Initial: $12,000 - $14,000)
  - Filing for name change with Industry Canada
  - Trademark for C.N.A certification
- Trademark for acronym of new name
- Rewrite of CAET By-Laws
- Re-branding
- Website
- Communications

- Survey tools/questions for each stakeholder group
  - 6 survey instruments developed by the team specific to each stakeholder group
  - ET survey was also completed in French

- Survey instruments: responses
  - ET Nurse Stakeholders: 145/280 (52%)
  - Les Répercussions D’une Stomie Dans La Vie Des Canadiens: 48/50
  - Aligned Healthcare Professionals: 8/14
  - Aligned Associations: 4/7
  - Industry: 11/18

- USA & International – one on one interview & survey process
  - Who: USA (13+), Denmark (2), UK (4), Belgium (1), Australia (3), France (1)
  - Questions:
    - What are nurses specialized in wound, ostomy and or continence called in your country? Any translation involved? Does translation change the name meaning and or actual name in any way?
    - Describe strengths/challenges with the current name(s)
    - Do you think the name of tri-specialty nurses in your country should stay the same or be changed? If you have 3 separate names, do you think they should be changed to one name that describes all three areas of practice or left separate?
    - Do you think there should be one name used globally?
    - Has the name for the tri-specialty ever changed? If so, describe (what was it, what did it change to; what was the reason; what were the strengths of changing; what were the challenges during the name change).

- Survey results
  - Current titles
    - WOC Nurse referred to as WOCN’s
    - Stoma Care Nurse (usually do both stoma and wound care);
      Wound Care Nurse (just wound care, not stoma care) (just stoma care)
    - Stomal Therapy Nurses
    - Stomal Therapist
    - Clinical Nurse Specialist Stoma, Clinical Nurse Specialist Wound,
      Clinical Nurse Specialist Continence
    - Tissue Viability Nurse
- A meeting took place with WOCN
  - CAET cannot use the sequence of WOCN due to registered trademark
- Meetings took place with CNA
  - Did not support the use of the word “specialist” because CNS position statement identifies CNS as a masters prepared nurse – not all ET Nurses are masters prepared
  - C.N.S Association is going after a protected title with C.N.A’s support
  - C.N.A supported using the words “specialty” or “specialized”
- Assessment of CARNA: Use of “Specialist”
  - CARNA has a published document
  - Health Professions Act (HPA) in Alberta - protects the use of the title “specialist”
- Name Change Business Plan
  - Determine the new name
    - While this might seem simple, a lot of thought needs to go into the process. Changing a name requires a logical transition if you want to avoid confusing your current stakeholder base.
    - Address legal implications i.e. trademark of WOCN
    - Determine impact of policies i.e. the word “Specialist”
    - To change a name with the least amount of confusion and avoid speculation, make it clear and as familiar as possible
  - Follow the correct legal procedures
    - Contact Industry Canada and the CRA
    - Name change notifications have to be filed
    - Articles of incorporation/by-laws have to be updated
    - Forms filed annually will need to be revised to reflect the new name
  - Consult with a marketing agency
    - Develop change management strategies
    - Create a new logo, budgeting, and vital press releases
  - Prepare the publicity
    - To change names, commence a media campaign including a series of promotional tactics conditioning the public to the new direction
    - Clear messaging to each stakeholder
    - Evaluation of effectiveness
  - Implement the business name change
    - New logos, new signage, a new domain name for your website
    - Make a list of priorities in detail and be careful not to make drastic changes from the plan without a thorough assessment
    - Changing the names should be a gradual process and transition systematically
    - Renovating the building or launching a new website is key for communications
- Name Change Recommendations
  - Nurse Specialized in Wound, Ostomy & Continence (NSWOC)
- Infirmier(ière) spécialisé(e) en soins des plaies, des stomies et de la continence
- Nurses Specialized in Wound, Ostomy & Continence Canada (NSWOCC)
- Infirmières(ières) spécialisées en soins des plaies, des stomies et de la continence au Canada
- Proposed C.N.A Certification credential: WOC(C) or SWOC(C) or NSWOC(C)

- **Timelines**
  - April 2017 – Townhall meetings held for CAET members to communicate the project plan and prepare for the 2017 AMM
  - May 25, 2017 – CAET Annual Members Meeting to vote on name change (yes or no) – if no board will meet to determine next steps – if yes a 12 month transition plan will be put into place
  - May 2018-2019 – National implementation of the new names with complete transition from CAET and ET Nurse to new names

- **Town Hall: Questions & Answers**
  - How will the final decision be made to change the names?
    - The CAET Members will vote at the May 25th AMM
  - How will the decision be made as to what the name will be changed to?
    - The CAET Members will vote at the May 25th AMM
  - What if we don’t like any of the proposed names?
    - Communicate this to the CAET Board by e-mailing catherine.harley@sympatico.ca
    - Be prepared to make a suggestion with a clearly laid out rationale
  - When would the name changes be effective?
    - the by-law change with new name would be voted on and approved at the May 3/18 AMM in Victoria.
    - The 12-month transition plan would take place from May 2018 to May 2019
  - What credentials will we be able to use after our name if ET Nurse is changed?
    - C.N.A will be revising the certification credential – that has yet to be finalized
    - CAET will file a trademark on the new name selected – protected title
  - How will my employer be notified of this name change?
    - CAET will launch a 12-month transition plan once the by-law change has taken effect

**Name Change Resolution**
Electronic voting on the Name Change Resolution was offered to CAET voting members prior to the AMM. Electronic votes were received from 55 members. Members present at the AMM (in-person or on-line) who had cast an electronic vote were not eligible to vote on the resolution again – there were 56 eligible voters attending the AMM (in-person or on-line).
WHEREAS it is in the best interests of the Corporation to change its name;

BE IT RESOLVED AS A SPECIAL RESOLUTION THAT:
The Articles of Amendment, changing the name of the Corporation to “NURSES SPECIALIZED IN WOUND, OSTOMY & CONTINENCE CANADA (NSWOCC) / INFIRMIÈRES SPÉCIALISÉES EN SOINS DES PLAIES, DES STOMIES ET DE LA CONTINENCE AU CANADA (ISSSSCC)”, which have been submitted to this meeting and are annexed to these minutes as Schedule A, are hereby approved; and,

Any two of the Officers and Directors of the Corporation is authorized to take all such actions and execute and deliver all such documentation, including the annexed Articles of Amendment, which are necessary or desirable for the implementation of this resolution.

Moved by Rosemary Hill. Seconded by Kim LeBlanc.

Discussion: Minor corrections to spelling in the French name were made. Question was raised as to why there is a French name when Quebec members are excluded from the name change. As we need to offer the association name in both official languages a French name is required. It was clarified that this vote was for the name change of the association only. Question asked regarding the opportunity to vote again if there were changes made to the resolution. As the resolution stands as written other than the spelling in French there is no need to vote again as the content of the resolution remains unchanged.

AMM Votes (in-person and on-line) – 56 eligible voters: 51-yes, 3-no, 2-abstained
Email Votes – 55 votes received: 44-yes, 10-no, 1-abstain
Motion approved.
BE IT RESOLVED THAT:
The Name of Enterostomal Therapy Nurse and or Enterostomal Therapist be changed to:
"Nurse Specialized in Wound, Ostomy, & Continence (NSWOC) in all Provinces and Territories within Canada excluding Quebec."

Motioned by Rosemary Hill. Seconded by Teresa Stone.

Discussion: Question was asked about what the CNA certification credentials would be. These have not yet been determined.

AMM Votes (in-person and on-line) – 56 eligible voters: 45-yes, 5-no, 6-abstained
Email Votes – 55 votes received: 42-yes, 12-no, 1-abstained

Motion approved.

CAET Nominations & Elections Process (Lani Williston)
Lani Williston reminded the membership that the nominations and elections process follows the CAET By-Laws and the Canada Not-For-Profit Act. A Nominations and Elections Operating Policy & Process was developed by the nominating committee and was reviewed and approved by the CAET Board of Directors.

The Nominating Committee is comprised of:
   Chair – Lani Williston
   Committee Members – Rosemary Hill and Joan Peddle

Nominations/Elections Operating Policy
- Half of the Board changes each year according to the CAET by-laws and operating policy
- The Nominations and Elections Process includes:
  - a call for nominations that is published in the Link and on the CAET web site
  - Information is E Blasted to members
  - Nomination and Election Process is managed at the national level but nominations come in from the regions
- Nominations paper work has been updated
- Roles of each position have been revised
- In 2017, the B.C. Regional Director position & the Quebec Regional Director position were acclaimed
- In 2017 the Treasurer position will be appointed by the CAET Board after completing a candidate search
The names of the candidates have been moved forward to the CAET Election Slate for a final vote by the CAET membership, at this May 25, 2017 Annual Members Meeting.

2017 CAET Election Slate

- All nominees have met the eligibility criteria required by the bylaws
- They have signed the consent to serve document
- The nominations paper work has been reviewed by the CAET Nominating Committee
- The 2017 CAET Election Slate is as follows:
  - President Elect – Christine Murphy (Ontario) – elected
  - Regional Director: BC & Yukon – Lani Williston (BC) – acclaimed
  - Regional Director: Prairies & NWT – Eileen Emmott (Alberta) – acclaimed
  - Regional Director: Ontario – Donna Fossum (Ontario) – acclaimed
  - Regional Director: Quebec – Nevart Hotakorzian (Quebec) – acclaimed
  - Regional Director: Atlantic – Kathy Mutch (PEI) – acclaimed
- The 2017 CAET Board appointments will be as follows:
  - President – Rosemary Hill (BC) – appointed 2017-2018
  - Secretary – Laureen Sommeray (BC) – appointed 2017-2018
  - Treasurer – Corey Heerschap (Ontario) – appointed 2017-2018
- The membership was made aware that the Board recently received the resignation of Eileen Emmott (Regional Director: Prairies & NWT) effective immediately following the AMM. Eileen emailed all CAET members from her region earlier in the day to notify them of her resignation and asked for nominations to be brought forward during this 2017 AMM. A call for nominations from the floor was also made. Leslie Heath nominated Patrice Jull RN, BScN, CETN(C), a current CAET member from Calgary, Alberta. Patrice Jull accepted the nomination. No further nominations were put forward. Nominations closed. The process of accepting nominations from the floor was questioned. Membership was reassured that the association’s lawyer was consulted and that the appropriate process was being followed. As only one nomination was received Patrice Jull was acclaimed as Regional Director: Prairies & NWT and added to the 2017 election slate.
- A motion was made to approve the revised election slate as follows:
  - President Elect – Christine Murphy (Ontario) – elected
  - Regional Director: BC & Yukon – Lani Williston (BC) – acclaimed
  - Regional Director: Prairies & NWT – Patrice Jull (Alberta) – acclaimed
  - Regional Director: Ontario – Donna Fossum (Ontario) – acclaimed
  - Regional Director: Quebec – Nevart Hotakorzian (Quebec) – acclaimed
  - Regional Director: Atlantic – Kathy Mutch (PEI) – acclaimed

I, Lani Williston, move that the 2017 CAET Election Slate, as written above, be approved by the CAET Members. Seconded by Kathryn Kozell. All in favour. Motion approved.
Introduction to 2017-2018 Board of Directors (Rosemary Hill)
The 2017-2018 Board of Directors was introduced:

**Officers and Directors**
- President – Rosemary Hill, RN, BScN, CWOCN, CETN(C) – to be appointed post AMM
- President Elect – Christine Murphy, RN, CETN (C) PhD
- Treasurer – Corey Herschaap, RN, BScN, MSCCH, ETN – to be appointed post AMM
- Secretary – Laureen Sommerey, RN, MScN, CETN(C) – to be appointed post AMM

**Officer**
- Executive Director: Cathy Harley, RN, eMBA

**Regional Directors**
- BC & Yukon – Lani Williston, RN, BScN, CETN(C)
- Alberta, NWT & Nunavut – Patrice Jull, RN, BScN, CETN(C)
- Ontario – Donna Fossum, RN, BScN, CETN(C)
- Quebec – Nevart Hotakorzian, RN, BScN, ET
- Atlantic – Kathy Mutch, RN, BScN, CETN(C)

**Academy Director**
- CAET Academy Director: Virginia McNaughton, RN. BA, MPA, CETN(C)

**Core Program Leaders**
- Marketing – call for volunteer
- Political Action – Kim LeBlanc, RN, BScN, MScN, CETN(C), PhD(candidates)
- Professional Development & Practice – Laura Robbs, RN, BScN, MScN, CETN(C,) NCA
- Informatics & Research – Karen Napier, RN, BScN, MCIScWH, CETN(C)
- National Conference Planning – Mary Hill, RN, BScN, MScN, CETN(C)

Concern was raised from the floor that Lina Martins (JWOCN Canadian Feature Editor) was not acknowledged above. Apologies for the omission were made.

**Recognition of Outgoing Board Members (Rosemary Hill)**
Rosemary Hill acknowledged and thanked the outgoing CAET Board Directors and Core Program Leaders for the enormous amount of work they do behind the scenes. They will be presented with certificates and small gifts at another time. Outgoing board members are as follows: Susan Mills-Zorzes (Marketing Core Program Leader), Teresa Stone (BC& Yukon Regional Director), Deb Cutting (Treasurer), and Lani Williston (Nominations Chair).

**Addition to agenda (Diane Garde)**

**Ostomy Museum Update**
Thanks to the CAET for the donation to the ostomy museum. Cases are now installed. Looking for display holders. Signage needs to be completed. Appliances for display have been chosen. Should be finished in fall. Thanks to Kathryn Kozell for her diligent hard work.

**Magazines Available**
A large number of back issues of UOA, Ostomy Canada, CAET, WOCN, WCET magazines/journals are available. Contact Diane Garde if interested.
AMM Meeting Close (Rosemary Hill)
Rosemary Hill thanked everyone for attending.

I, Rosemary Hill, move that the 2017 CAET AMM be closed. Seconded by Lina Martins. All in favour. Motion approved.

The meeting was adjourned at 2120.

Recorded by Laureen Sommerey, CAET Secretary
Schedule A
The Articles of Amendment

Form 4004 - Articles of Amendment - signed.pdf