

Breastfeeding USA  
 Committees, Workgroups and Ad Hoc Committee Update  
 June 2015

Dear Breastfeeding USA Volunteers,

The Breastfeeding USA Board of Directors would like to take this opportunity to bring you an update on the hard work our committees and workgroups are doing to further the mission of our organization. Thank you to the Managers and Chairs who took time respond so quickly! The Board is appreciative of the time and talent given to Breastfeeding USA as our volunteers are our backbone!

Committees were tasked with providing a brief update—the information provides a brief overview of recent events and specific needs.

Group	Update	Needs	Stats
Ethics Committee	We are adding a feedback email to our website! This will be a great way to make sure mothers can share praise or complaints with our organization. The Policy for the Ethical Treatment of Volunteers will also be added to the website soon.	We are still in need of volunteers for the Ethics Committee. We'd like to grow this committee so it can better serve Breastfeeding USA.	1 Workgroup Manager 1 Committee Member 1 Board Liason  1 open concern pending. 1 resolved concern in the reporting period.
IT	With the addition of a new contracted developer, Josh Miller, to our team, we're making serious progress towards launch of our upgraded website, [now scheduled for the end of July. Josh also donated a significant chunk of time, which was much	To sustain the momentum so that we can achieve our planned launch, which will happen when all critical elements are in place. After launch we'll continue working to add many other planned and useful improvements. We have an	The website upgrade team is averaging 50-60 hours per week of work. In our project management application, in the last 2 months the upgrade team has created 94 tasks, and completed 27. The

	<p>appreciated. Two new volunteers, Victoria Narcisse and Tracy Mann, have offered to assist with routine help requests and posting new material to the website, which should free up the upgrade team, whose members are putting in lots of time on that project. We're using a new project management application to centralize and track all work requests, and that's been a very good step, improving efficiency and effectiveness.</p>	<p>ongoing need for volunteers to manage routine tasks.</p>	<p>Content Management team (posting new things to the current website) has created 27 tasks and completed 7. We've spent money on professional help, subscriptions for professional tools, and professional training. A bit of a trend there, and it points to good things.</p>
<p>Education: Course Teachers</p>	<p>We are teaching more BC candidates than ever before! I'm working on recruiting and training new teachers and modifying everyone's workload to minimize delays to our candidates' progress through the modules.</p>	<p>More teachers!! And a new workgroup manager with more time to devote to the job than I have.</p> <p>Also, we desperately need a functioning Education Writers workgroup to fix some long-standing problem areas in the course that make the teachers' jobs more difficult.</p>	<p>Candidates enrolled in...</p> <p>Module 1: 117 Module 2: 59 Module 3: 29 Module 4/orientation: 12</p> <p># of course teachers: 13 (some are more active than others)</p>
<p>ERB</p>	<p>The ERB is pleased to share that since last June we have reviewed and sent for publication 9 articles and 5 book reviews. In addition one of our articles, "Tell me about tongue ties", has been translated into Spanish and Dutch.</p> <p>We have a number of other articles currently in review mode. We also have two of our articles being translated into Danish, Tell me about Tongue ties! and Breastfeeding a Baby with a Cleft Lip and or Palate - The Red Carpet Treatment</p>	<p>We are always looking for new articles!</p>	<p>10 members 9 conference calls Reviewed and published: 9 articles and 5 book reviews</p>

Volunteer Support	New volunteer placement team is actively recruiting and placing volunteers. Welcome to our newest volunteer, Stormy Miller!	More volunteers, better back end of the website for "hr" type management and information keeping/tracking. For example, we can't access the applications team applications (i.e. their phone numbers and history) because we've unpublished all applications of people who can see the applications.	
Application Review	We've worked through policy issues surrounding several unusual applicants, and are currently working to clarify procedures and policies.	We need a back-up manager	25 new applications 12 applications accepted
Diversity Ad Hoc committee	The Diversity Ad Hoc committee is not yet functioning.	The demographic survey to be finished and implemented. This diversity ad hoc committee to be staffed with a manager and organized.	
Funding and Development	A new volunteer for Membership Support is being oriented, in order to help BCs be compliant with our membership	Urgent need is a donor liaison to send thank you letters, track all donations for the annual report and send twice yearly	At any given time there are approximately 40 lapsed BCs, resulting in a loss of income of

	<p>requirements. In order for reminders and follow up notices regarding membership compliance to be timely, a designated volunteer was needed. We have standardized letters now i as well as a complex spreadsheet system to track all communication with the BCs.</p>	<p>donation appeal letters. That position has been vacant for over a year.</p> <p>Also, ideas for a major fundraiser. WGYBB is not a viable fundraiser model, given the amount of time involved for so little return.</p>	<p>\$1000.</p> <p>Currently we have 510 paid memberships, not including the 40 lapsed BCs.</p> <p>This is the first year, where renewals have been down.</p> <p>With a loss of the professional memberships status, membership revenue decreased by \$1275.</p> <p>Cash donations are also down, noted by several larger donors, not making donations this fiscal year.</p>
Candidate Support	<p>Candidate Support has experienced a steady uptick in work thanks to the steady increase in Candidates. We have streamlined our processes and improved efficiency.</p>	<p>We need more course tutors to speed the process of accrediting new counselors. We could also use a few more volunteers to divide our current work load to prevent burnout and turnover.</p>	<p>51 accredited BCs since 6/1/2014, 216 candidates currently enrolled in the course</p>
Accounting workgroup	<p>The Accounting Team has a new member: Nicky Prince joined us in January 2015 as Receipts Manager. On February 25 Nicky introduced herself to BfUSA members and volunteers:</p> <p>I would like to introduce myself as the new Receipts Manager for Breastfeeding USA! I have been a Breastfeeding Counselor with the CT Chapter for a year now and have decided I would like to learn more about how the organization runs and perhaps gain some new skills.</p>	<p>I am happy to report we have no urgent needs!</p>	<p>BfUSA's accounting records are current, and the team will soon begin our work to provide the Board of Directors with fiscal yearend financial information.</p>

	<p>Patty Jacobs has been helping me learn how the process works, which I appreciate very much! I will now be depositing checks for memberships, donations, and fundraisers. Please send them to:</p> <p>Nicky Prince 505 Mount Parnassus Rd East Haddam, CT 06423</p>		
Online Library Manager	Online Library has just went live. We set up enrolled and sent out email to all BCs.	Making sure all active BCs are enrolled in BAMS.	173 total members, 96-yes enrolled in BAMS, 23-yes, but expired, 12 no-expired, 3-no-gone?
Elections	We made a lot of improvements in the 2014 election season, and are looking forward to making further tweaks this year.	I'll likely need 1-2 additional elections members this year. I'd ideally like to add someone that would be open to taking over as chair in the next two years. I'd also like to increase the voting turnout this year. See next point.	In 2014, we had 61 votes (out of a total of 142 eligible voters). This represents a 43% turnout, compared to 65% and 76% in the two previous years, respectively (when the organization was significantly smaller.)
Advocacy	A newly formed advocacy workgroup has been formed and is addressing requests for advocacy support.		
Social Media	<p>Facebook reached 119,000 likes, up from 85,000 in October.</p> <p>Twitter is up to 6,800 followers, up from 5,400 in October.</p>	We need BCs who are Facebook-savvy to answer inbox messages and wall posts when mothers have breastfeeding questions. This is a great job for a new BC who wants to practice giving evidence-based information and support!	<p>Our posts reached over 600,000 people this week with 1100 new likes.</p> <p>That's pretty consistent for us.</p>

CE	<p>We have been alerting BCs to opportunities for outside continuing education, usually at least twice a month. Our current focus is on providing internal CEUs at no cost with a goal of at least five offerings available later this summer. Eventually, we would like to offer webinars and real time interaction with CE presenters.</p> <p>We also created a new form for the BCs to use to report CEUs, separate from the CCAR. The CE workgroup will be monitoring these forms and answering questions.</p>	<p>We have a need for volunteers to help develop content for our internal CE offerings as well as a few people who would be able to learn how to transfer content into Moodle modules.</p>	<p>We have ten members in our workgroup with seven members responding to a recent poll for support. We (mostly Norma) have been alerting BCs to outside opportunities at least twice a month, sometimes more often and helping them to connect with these outside venues.</p>
BRAID	<p>We continue to interact with our BCs via the BC discussion and BRAID forms submitted directly to the workgroup. Both BRAID volunteers are also very active on ERB and Education/CE where they use their years of experience as both volunteers and IBCLCs to share knowledge and ideas.</p>	<p>Right now we seem to be able to keep up with the work. However, as we bring on more BCs, there will be a need for more BRAID volunteers to handle the work.</p>	<p>Basically, Norma and Sharon handle the work that comes into BRAID and respond to questions and situations that are brought up on the BC discussion.</p>

