

Public Board Call Minutes

6/5/18, 8:45-9:30PM EST

In attendance:

Kate Nadeau, Ginger Gorrell, Rebecca Ruhlen, Ann Dempsey, Amie Hood, Jada Nichols

Meeting was called to order by Kate at: 8:49pm EST

1. Updates from Kate:
 - Tamika had her baby last week, and will not be joining us.
 - The board is keeping Norma in our thoughts as she struggles with health complications.
2. Liaison Updates.

Volunteer Services (Rebecca)

- working now on revising Volunteer Satisfaction survey, hopefully to be administered this summer.
- pressing need for more national-level volunteers to fill open positions. Asking everyone to help recruit from their own networks; being personally invited by someone you know and respect can be a strong draw to get involved in something for the first time.

Inclusivity (Rebecca)

- no liaison report this time; Norma's health problems have left a big vacuum here and I know I need to step up my efforts as the responsible board member to figure out what we're working with.

Communications (Rebecca)

- pinch-hitting for Toi as she's temporarily unavailable in this liaison role.
- Social Networking (Facebook & Twitter) are plugging along nicely, nothing new to report
- the Public Relations workgroup is on hold for the time being
- the next issue of our #MilkMemos newsletter is under review now and soon to be forthcoming
- I had a good liaison call recently with Gena Ortega who is stepping in now to manage the Editorial Review Board workgroup. She has exciting plans to streamline the review process and we hope to see new articles posted to the website soon.

Education (Kate)

- Biggest need right now is volunteers. Sarah's workgroup has gotten smaller and more efficient with the new education platform, however she's down another key volunteer.
- Need for volunteers to help manage the online community of students in the comprehensive course.
- First role play in Learn Worlds has happened and is going well.

IT (Ginger):

- All is going well. No pressing needs not being met. May need a content manager person.

F&D (Ann):

- Spring appeal email was sent. Concept was to offer an opportunity to honor a friend or family member that supported you as a mother or as a BC. Two new donations came out of this. The tributes will be in the upcoming Milk Memos.
- Now using CRM for donations & membership. Positive reviews from Aimee and Karyn. Aimee reports that sending emails to a segment of the membership was easier than ever! Karyn reports a learning curve, but ease in managing memberships ever since.

Elections (Ann):

- 3 spots open in the next election cycle
- Lauren Logan is elections chair. Sara Spalding, Rachel Fenton, and Sarah Penquite are on the elections committee.
- Timing: Nominations open 6/15-8/1, voting 9/1-9/15
- We encourage people to run for the board! The organization needs passionate people, hard workers. The next board will be the one to implement the org's next strategic plan.

Advocacy (Amie)

- Amie introduced herself as new to the board. Filling in for Toi on Advocacy. She said "my passion lies with affecting change across social, economic, and political institutions, specifically reducing barriers to breastfeeding in the workplace, in the community, and in the health care system."
- Amie thanked Jenn for her commitment and for recently joining the board for a call to update us on Advocacy.
- Breastfeeding USA Recently signed a letter with other members of the USBC to Anthem regarding their decision to decrease reimbursement rates for breast pumps.
- Jennifer noted that being part of USBC is a "key part of everything we do" She said, "Tamika is doing a wonderful job managing that. She has become our face, especially as part of the [Lactation Support Providers] group. She's doing what we need done."
- Jennifer is waiting for the board to give her more clarity with the direction we want to go with Advocacy. This should come out of the Strategic Plan we are developing right now.

3. CRM Update (Ginger)

- a. Estimated: 4 hours of work needed to integrate CRM with Applications
- b. We can buy blocks of development time in 10 hour increments.
- c. We can use the rest of the development time for Drupal updates and to make sure that
- d. \$900 for 10 hours, was earmarked in the budget.
- e. Ginger motioned to accept purchasing a development block of Wanna Pixel's time of 10+ hours, Rebecca seconded. Motion passed unanimously. This will come out of the 2017-18 budget.

4. Strategic Plan update (Ann):

- a. We had a robust search process that resulted in hiring Paper Crane. Haley McCarthy and Sarah Glatt were on the call and introduced themselves.
- b. While our initial goal was to start the 2018-19 fiscal year with a new strategic plan, we decided that we'd rather take our time (while still on a schedule) if that would ensure a more inclusive process.
- c. Process so far has been a survey of BOD, founders, chairs, and workgroup managers. Next step, in process, is a series of one-on-one interview calls with a subset of the aforementioned group. Then, a call with the whole board.

5. Q & A (Kate)

- a. Term limits for workgroup managers: No term limits in sight.
- b. Plans for regular communications required from work group managers? This should come from the chair setting expectations for their workgroup managers. We don't have any specific plans to set this into motion, but communications have been mentioned as something to address in the strategic plan.
- c. Updates on moving forward with publicity/communication/PR? No. We have vacancies in Comms Chair AND comms Manager, so it's hard to take on anything new at this time.
- d. Submit an abstract to next year's GOLD conference, due at the end of this month? This would have to come from Advocacy, and Advocacy has also asked the BOD for more input. Rebecca mentioned that GOLD has an international focus, and our org is US-focused, so it may not be the best use of our time and resources. This feels like a stretch to our capacity. Patty mentioned that the board could write to GOLD to say IF they have a panel on mother-to-mother or peer support, we could be a part of that discussion. The board will discuss on the next agenda.
- e. Elections questions: recruit people with specific skills to run for the board instead of just volunteers? The board has been discussing this need for specific skill sets. Anyone on the board or membership is welcome to nominate people. Will there be a "candidates forum"? There will be a more open process this year to let members suggest questions for the nominees. Patty recommended a simple video.

6. Bylaws update (Ginger)

- Minor changes to legal speak.
- Ginger is very pleased with the work of the bylaws committee.
- Process requires two meetings before the bylaws can be passed.
- Be on the lookout for an updated draft from our lawyer.

Meeting was adjourned at: 9:28 PM EST by Kate
Minutes respectfully submitted by Ann Dempsey.