



The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

Breastfeeding USA, Inc.

Email Address: bod@BreastfeedingUSA.org Website: <https://BreastfeedingUSA.org>

Breastfeeding USA

Board of Directors

Public Board Meeting Agenda

Date: 07/27/2017

Time: 8:30 pm EST

Location: Via Conference Call

<https://global.gotomeeting.com/join/272137077>

You can also dial in using your phone. United States +1 (872) 240-3311 Access Code: 584-995-021

Call to Order

The meeting was called to order at: 8:42 EST

Roll Call: Board Member Attendance:

| | | |
|---------------------|----------------|--------------|
| Toi Lowe | President | present |
| Ginger Gorrell | Vice-President | present |
| Tamika Simpson | Secretary | joined later |
| Carol Delaney | Treasurer | absent |
| Ann Dempsey | Director | present |
| Kate Nadeau | Director | present |
| Rebecca Ruhlen | Director | absent |
| Jada Wright-Nichols | Director | present |

I) Actions by Consent

The actions by consent listed below were approved on August 12. The complete list was not available on July 27.

II) Liaison Reports

Toi discussed the purpose of liaison reports. The reports are a way to provide feedback and clear lines of communication between committee chairs and the board. Reports are generally written. We want to hear about the work of each committee, including committees that are active, but somewhat silent.

A) Communications (Toi gave update)

Courtney Daylong stepped down as chair of communications. The role remains open. Toi and Jada have been learning more about the process of how our social networking functions, and reports that it has been enlightening to learn more about the workgroup's day to day activity. Genevieve Colvin is working on a "where in the world have you breastfed" social networking campaign.

We spoke with Gena Ortega about establishing who our audience is for #MilkMemos. They got a historical background from *Horizons* to today. Volunteers were surveyed about what they'd want in a newsletter. They found that audience was twofold. BCs and general public/mothers. The newsletter has come a long way and it's awesome to see the progress.

Bonnie facilitated the Annual Meeting last year, and it was a great job. All three areas within communications need more volunteers, but first we need to establish further procedures and shore up processes so that we can better assist our volunteers.

B) Advocacy (Jada Nichols gave report)

Advocacy has been present at several conferences, including the USLCA in May, and the Breastfeeding and Feminism Conference in March. They are attending the USBC annual conference in July.

It costs money to send BCs to conferences, so we want to make sure we are going to the conferences where we will get the biggest impact for our time and money. We are trying to connect people at these conferences to the local Breastfeeding USA chapters in their area.

Goals for advocacy include networking and interacting with participants between sessions. We want to go to others, and if anyone has suggestions for other conferences we should attend, please speak up.

We've discussed a letter writing campaign. Other groups involved in breastfeeding advocacy are embarking on trying to influence policies. We are trying to figure out where Breastfeeding USA fits in with these campaigns and which issues we should align with.

C) IT (Jada Nichols gave report)

Susan is doing a fabulous job, as always. The department is in need of more volunteers with technical skills

D) F&D (C) (Ann Dempsey gave report)

Ann discussed her report, which is written as (C) in the Appendix

E) Grievance & Inclusivity (Toi gave report)

There is not a lot of activity in Grievance at the moment, thankfully. They are prepared to handle anything necessary for the upcoming election season

Norma is chair of the Inclusivity Ad Hoc. They have access to the demographic/inclusivity study data and will begin analyzing data.

F) Ethics (Toi gave report)

Patty is now Ethics Chair, as Compliance Officer. One strategic plan goal for ethics was to have a continuing ed module that could help reduce the numbers of ethics related cases by improving BC understanding of conflict resolution. Patty is looking to recruit 2-3 ethics advisors.

G) Volunteer Services (Rebecca gave report)

Rebecca's report is included in the appendix.

H) Education (Kate gave report)

Education is looking for more volunteers, and would like to review changes to the course as the new edition comes out. They're looking for ways to beef up the education platform or possibly migrate to a different platform.

III) Committee Chair Training

Toi – We identified a need for training for new chairs. We'd like to empower chairs to come up with a special training beyond the standard volunteer training. Toi researched what other nonprofits do, and she found that they have a special manual for chairs. We currently don't have anything like this beyond job descriptions

Ginger asked if the idea was for there to be overall guidelines for any chair, or would it be committee specific.

Toi said that this would specifically be for all chairs, and lay out the role of any chair.

Ann said that there should be guidelines for how to best communicate with the board, such as when to email BOD or ask a liaison, and how to specify a question, a deadline, and who needs to respond. Vague questions might sit longer, and remain unresolved.

Toi said there are some general guidelines for how to handle conflict within the committees, and we should look at the online communication standards.

Jada said she wants to see inclusion of general expectations for all chairs. Things like whether a monthly call between a chair and liaison is suggested or if there is a written report due to the board, or whatever we might see necessary. There are too many times chairs go through the rigorous process of becoming chairs, but they may not know they are responsible for a specific task if they don't know it exists. Also, we need to specify which chair should have access to which social media accounts and when. There should be a breakdown of what a chair needs to do every week, every day, or every month.

Toi said that she could see a comment within the sidebar that Patty Jacobs said we could start with job descriptions and committee descriptions.

Ginger asked who on the board would like to work on this project, and Toi and Ginger will work jointly.

IV) Internal Audit Committee

Toi said we need to appoint our internal audit committee. Signers on the account and the treasurer are not allowed to serve. Carol is the treasurer, and Ginger is a signer. The audit committee is a control we have in place for checks and balances.

Kate, Ann, and Jada volunteered to serve on the committee.

V) Board Vacancy

Ginger said that we accepted Ali's resignation this week, and thus have a vacancy on the board and a liaison spot to fill. Ali was liaison for ethics and ad hocs. Toi is the current ethics liaison, and that's appropriate as her role is president.

Toi said she is acting as inclusivity and grievance liaison, and can continue that at this time.

Ginger stated that she preferred to wait to appoint a new director, as we were in the midst of an election cycle. Waiting would allow the board to see who is willing to serve, and identify any needs the board might have. It was generally agreed that this would be the course of action.

VI) Communication Chair Vacancy

Toi said that as Jada is the liaison with the communications committee, she will serve as interim chair until a new one is identified.

VII) Trademarking Name & Logo

Kate said that Toi noticed our name was not trademarked, and Kate looked into the issue. She confirmed that we are not trademarked, and that she should be.

Toi said there are advantages and disadvantages to trademarking, including costs and time. Toi is researching if this was included in our incorporation as a charity.

Toi said that she could see a comment from Patty on the side bar that the founders did consult a lawyer at the time, and the lawyer said that it was not legally necessary.

Kate said she will talk to the lawyer to continue the discussion.

VIII) Adjournment

Toi adjourned the meeting at 9:19 EST (6:10 PST)

Appendix:

- A. Actions by Consent
- B. F&D Liaison Report
- C. Volunteer Services Liaison Report
- D. May 2017 Board Announcements

A. Actions by Consent

| | |
|------------|---|
| 03/10/2017 | <ul style="list-style-type: none">• Voted to disband Join/Donate Ad Hoc Committee, as its work was complete |
| 05/16/2017 | <ul style="list-style-type: none">• Appointed Patty Jacobs as Compliance Officer |
| 05/21/2017 | <ul style="list-style-type: none">• Appointed Krista Clayton as co-chair of Volunteer Services |
| 05/23/2017 | <ul style="list-style-type: none">• Approved and sent Board Announcements |
| 07/24/2017 | <ul style="list-style-type: none">• Accepted Ali Kulenkamp's resignation as Director |
| 07/31/2017 | <ul style="list-style-type: none">• Purchase event coverage as part of our general liability insurance policy |

B. F&D Liaison Report prepared by Ann Dempsey

- **Fundraising Campaigns:**

- **81 Campaign Results**

- Currently have 35 monthly donors of at least \$5 per month. The campaign achieved 44% of the goal of 81 monthly donors.
 - We consider the campaign a big success since it encouraged so many people to become monthly donors.
 - A follow up thank you email will be going out to those that gave in response to the campaign to thank them again.

- JL Childress Social Media campaign: Genevieve and Aimee are working together on ways to thank JL Childress for their gift on social media.

- T-Shirt campaign: Volunteer Heather Owen has approached Aimee with a t-shirt campaign idea. Fundraising potential - \$500 if we sold ~ 50 t-shirts using an on-demand printer. First step is to hear from our BC's whether there is indeed a demand for such a t-shirt, then to toss out some design ideas for popular consensus.

- **#MilkMemos**

- Regular communication with Gena Ortega to ensure that F&D can create fundraising messages in each edition. For example, JL Childress is getting a donor spotlight in the upcoming one so that they get proper recognition, our membership base will patronize their business, and to promote a culture of philanthropy within the organization.

- **Donor Relations:**

- Donor thank you calls: A few board members have volunteered to make thank you calls to any donor giving over a certain amount. One such call was with JL Childress after their \$1,000 donation and brought about a lot of other great things.
 - Upcoming: Aimee will be taking inventory of our donor thank you and membership communications to make recommendations on making them more personal and warm instead of transactional receipts, when possible.
 - Aimee could use help in keeping an eye on donations to make sure donors get thanked promptly and warmly.

- **Membership:**

- Karyn and Aimee are switching over to a less costly and resource-intensive membership card system. Instead of a full letter with personalized membership card enclosed with a stamp, we'll be sending out postcards to confirm each member's membership or renewal. A detachable card is a built in part of the postcard mailing. The postcard will cut down on the amount of time Karyn spends generating each communication, and the new format will save the organization approximately \$80/year.

C. Volunteer Services Liaison Update (prepared by Rebecca Ruhlen)

Update on goals from the last Annual Meeting:

Conducted Volunteer Satisfaction Survey; results analyzed and summarized [here](#).

Volunteer Appreciation Program briefly suspended but recently reignited by workgroup manager Shevy Lowinger.

CCAR form being updated now by BC Support workgroup manager Charlene Shenk

Accomplishments this reporting period

New committee chair (Krista Clayton) being trained by Mia and taking on workload

New Volunteer Support workgroup manager trained

Contacted all workgroup managers to clean up and verify workgroup volunteer rosters

Quarterly reporting data from most VS workgroups [here](#).

“To do” list planned for next reporting period/Immediate Actions (30 days of less):

Continue collecting reportable data from all workgroups under VS

Long term goals/projects

Repeat Volunteer Satisfaction Survey, perhaps after streamlining and revising some questions.

Look seriously at idea of providing a small appreciation gift to every volunteer.

Develop manual for managing chapter grants program.

Problems: Issues and/or concerns

Sense that many volunteers and workgroups are operating in a silo, disconnected from one another and from the organization’s overarching presence. Would welcome more frequent opportunities for big conference calls, perhaps on rotating topics and for more casual community-building.

Volunteer needs

Candidate Tracking (especially Course Teachers)
needs more volunteers.

D. May 2017 Board Announcements



Board Announcements
May 31, 2017

81 Campaign

Breastfeeding USA is working towards earning a \$1,000 donor match if we can get 81 of YOU to become monthly donors by the end of May, in honor of the 81% of all mothers whose desire is to breastfeed. Obviously, providing mother to mother breastfeeding support is important to you - please set up a monthly donation of only \$5/month to help ensure the future of this most needed organization. After an initial flurry of donations, the campaign has lagged behind schedule, and we need your help to donate and spread the word. Please do your part to help secure this generous match! Take a minute right now, click over to www.breastfeedingusa.org/donate and set up your monthly donation, then come back here and finish reading these announcements!

Find a BC Update

Currently only Chapters are listed on the “[Find a Breastfeeding Counselor](#)” web page. A plan is in the works in order for BCs that are not a part of a chapter to be included.

Compliance Officer

The Board is pleased to announce the appointment of Patty Jacobs as the Compliance Officer for the Ethics Committee. Patty is a founding member of Breastfeeding USA and has served the organization in various capacities and is currently a member of the Ethics Committee.

The Board would like to thank Rosalie Rust for working as interim Compliance Officer until this appointment was made.

Volunteer Service

The Board is pleased to announce that Krista Clayton will be joining Mia Gonzalez as Co-Chair of Volunteer Services. Krista joined Breastfeeding USA as a BC in February 2017 and is a member of both the North Kate County and West Dundee County Chapters (IL). She has been shadowing Mia and learning the ropes of Volunteer Services, and will begin more official training as Mia's Co-Chair throughout the summer.

Mia has been served our organization tirelessly as chair of Volunteer Services since May 2015. She has implemented a number of positive changes and has streamlined the placement of volunteers on the national level, without her dedication and skills we would not be the organization we are today. Mia tendered her resignation as chair earlier this year; but wished to fully have her replacement trained before stepping out of the role. Once Krista is fully trained they will no longer be co-chairs, Mia will fully retire from this position and Krista will take over. The board would like to thank Mia for her services and welcome Krista to this role.

Communications Chair

It is with regret that the Board has accepted Courtney Daylong's resignation as Communications Chair. The Board thanks Courtney for the time and energy she has invested in the committee.

Board Liaisons

This year the Board of Directors introduced a new concept to enhance Chair/Board communications: Director Liaison.

The objectives of this role are:

- To improve communication between the Board and Committees Chairs
- To provide the support that may be requested by Chairs in their roles of managing the day-to-day operations
- To facilitate the work of the committee particularly when there is a need to report or to seek approval/recommendations from the Board.
- To enable early identification of problems or concerns raised in their work groups and support effective discussion/action to resolve issues raised.
- To enable early identification of developments or opportunities where Board involvement/action would advance success

The Director Liaisons assignments are:

Rebecca Ruhlen/Kate Nadeau - Volunteer Services & Education

Jada Nichols Wright - Communication, IT, and Advocacy
Ann Dempsey - Funding & Development and Grants
Ali Kulenkamp - Inclusivity and Grievance
Toi Lowe - Ethics

Public Board Meeting

June 23, 2017 @ 8:30 pm EST

The Board would like to hear from you! Please submit your [questions here!](#) Our public board calls are open for observation, so if there is a question you'd like addressed, please email us in advance and it will be addressed within the meeting.