

Breastfeeding USA

Fiscal Year 2013-2014

Annual Meeting



The 3rd Annual Meeting of Breastfeeding USA voting members took place on June 17, 2014, 9 PM Eastern time via free screen sharing and conference call. The presentation was completed using a visual online link through Prezi.com. Each committee presented a report on the year's accomplishments, which demonstrates the progress within the organization. Important policies were reviewed that were passed by the board. Our Committees serve Breastfeeding USA to accomplish the national work that supports our mission.

Agenda

- 1) Call to order and welcome
- 2) Verbal Roll Call and Reading of all Members in Attendance
- 3) Committee Accomplishments
 - a) Education
 - b) Finance
 - c) Volunteer Services
 - d) Communications
 - e) Funding & Development
 - f) IT, Website Update
 - g) Volunteer of the Year Awarded to Taylor Etchison
 - h) USBC - Poster Presentation
 - i) Grievance, Ethics Committee Reports
 - j) BOD Policy Additions and Revisions

The screenshot shows a web-based meeting interface. On the left is a control panel with 'FreeScreenSharing Controls' and a 'Logout' button. Below this are buttons for 'Start Meeting', 'Stop Meeting', and 'Switch Presenter', along with a 'Select Items to Share' button. A 'Phone Conference' section is also visible. The main content area features a banner for 'Breastfeeding USA, Inc.' with the website 'BreastfeedingUSA.org' and the 'FreeScreenSharing.com' logo. The banner text reads 'Welcome to Breastfeeding USA Annual Meeting' and 'June 17, 2014'. Below the banner is a 'MEETING RESOURCES' section with 'Add Documents' and 'Add Links' tabs, and a link to 'Agenda'. At the bottom left is a chat window with messages from participants and a 'Send' button. The meeting ID is '191-959-605'.

Below are some of the highlights of the meeting

- **Education:** There were 142 Candidate reported enrolled in the Comprehensive Education Program. Education Fees will increase from \$20 to \$50 beginning July 1, 2014. This covers the new online version of the x textbook, *Counseling the Nursing Mother*, which candidates were required to purchase at a cost of \$85, essentially saving the majority of applicants \$55! Loaner books are still available to Candidates in need. Candidates are enrolled in the following sections of Moodle.

Module 1—83 Candidates

Module 2—46 Candidates

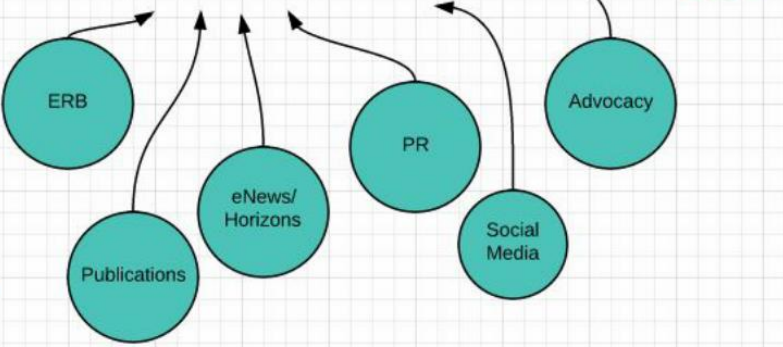
Module 3—8 Candidates

Module 4—3 Candidates

The Accelerated Education Program has been phased out. With the exception of highly qualified applicants, all BC Candidates will enter the Comprehensive Education program. This ensures a more uniform education. With the textbook available online, there is no increased financial outlay for candidates. Time to completion is similar between well motivated Comprehensive candidates and Accelerated Candidates.

- **Finance:** Third Quarter Financial statements were shared with attendees at the meeting. Revenues continued to increase. By the third quarter total Membership Fees had already surpassed the previous year's annual total. Contributions were running a little lower than last year until the third quarter when the numbers suddenly jumped so that we are now ahead of last year's donations at this time. Education fees were up again this quarter.

Communications Committee



➤ **Communications:** On March 26, 2014 our Facebook page reached 25,000 “likes.” To celebrate, we gave away 25 Breastfeeding USA memberships! On May 31, 2014 we doubled that, hitting 50,000 likes. Our growth on social media has been phenomenal! We began the year with 9,335 likes on Facebook, and ended with 50,288. Twitter also experienced significant growth. We began the year with 2,013 Twitter followers, and more than doubled ending the year with 4,483.

➤ This year we welcomed a new **Horizons** editor, Michelle Hottya. Welcome Michelle, and thank you for jumping right in and getting to work! If you are interested in volunteering with the eNews workgroup, please contact volunteering@breastfeedingusa.org We would like to make a special thank you to Gail Moak and Kate Kerr for their dedicated service in producing Horizons, and to Sue Ann Kendall for copy editing!

➤ **Funding and Development:** new Committee formed with opportunities for volunteering in Membership and Donor Relations and Grant Writing. Current grant status: we applied for and were in the final running for one grant. Amazon Smile is a passive revenue source that will be pursued during high shopping occasions. WGYBB joint fundraising effort with Best For Babes Foundation earned \$5595.98 with 71 participants raising funds. A second event is planned including USLCA as a new partner. Team We've Got Your Back, Babe!

- We currently have 471 **Members**, including 15 professional members, 40 % increase over previous year.



➤ **IT: New Website Update:** BfUSA Volunteers are driving the work - 100's of dedicated volunteer hours. The website value is estimated at \$200,000. Comit, the website developer, lost a team member which set us back, but now we're back on track. The volunteer Design Team along with Comit is finalizing visual look of the new website. Special thanks to Susan Penrod and Cathy Theys for their countless hours of dedicated work on this project.

- **Volunteer of the Year**, Taylor Etchison. Her unique contributions have played a significant role in making Breastfeeding USA a recognizable organization to moms across the country (and beyond!) in 2013. It is with great pleasure that we award the 2013 Breastfeeding USA Volunteer of the Year to Social Media team member, Taylor Etchison! Taylor creates the popular memes featured throughout social media. Taylor also created the banners and logo for Team, We've Got your Back Babe 2013 campaign.
- **New BCs and Chapters** We welcomed 32 new Breastfeeding Counselors in 2014! Many opened Chapters in their home states, bringing the total number of states with Chapters to 33.
- **Volunteer Services** is in need of volunteers to fill many jobs, from short term projects through long term work. Please contact volunteering@breastfeedingusa.org if you are interested in donating your time! Volunteers are needed in all workgroups throughout the organization.



- **USBC Poster Presentation:** We are proud to announce that Breastfeeding USA has been selected for our poster presentation at the 5th Annual National Breastfeeding Coalitions Conference "Centralized Online Training of Volunteer Breastfeeding Counselors: A Model for Innovative Partnerships." The presentation was prepared by Rebecca Ruhlen and Genevieve Colvin.

- The **Grievance Committee** reported that no grievances had been filed during the fiscal year.

- **The Ethics Committee** works to maintain harmony between volunteers of all levels and support the Code of Ethics of Breastfeeding USA. The Committee, chaired by Ethics Advisor Rosalie Rust, reported that a detailed procedure for the removal of a workgroup volunteer had been completed and was ratified by the board.

She also recommended that the position of Compliance Officer needs to be filled as soon as possible. No outstanding conflicts were reported during the meeting, however this was later amended to state that a conflict brought before the Ethics Advisor was not resolved, and ended with one party pulling out from the process and the conflict being unresolved at this level. The work of the Ethics Committee, included the writing of the protocol for removal of a volunteer and the steps and reporting necessary for managers to follow when a volunteer is

underperforming or not deemed qualified for a specific volunteer job. This procedure will protect volunteers and provide managers with a clearer avenue for managing their staff. A new section of the Policy Manual has been created labeled "Policy and Procedure for the Ethical Treatment of Volunteers" This new protocol is added to this section.

- Revised wording to the **CE Requirement Policy** was explained. The policy gets away from IBCLC CERP terminology to more generic continuing education terminology. This allows for internal continuing education to be developed. The CE policy can be found at <https://breastfeedingusa.org/content/education-policy>
- The **work of the board** included ratifying the Guidelines for Consistent Use the Logo and Tagline, Managers and Chairs Job Descriptions, Policy and Procedure for the Ethical Treatment of Volunteers, including the Protocol for Removing a Workgroup Volunteer.

The formal presentation of the meeting ended at 10: pm and it was opened up to questions from the membership.

Respectfully submitted by Patty Jacobs



Committee Reports

Breastfeeding USA is an all-volunteer nonprofit organization. Our Committees serve Breastfeeding USA to accomplish work that supports our mission. Committee Chairs have shared updates on their work which is demonstrative of the progress our organization makes.

- Help Wanted!**
We have openings in several of our committees. If you are interested in helping us, please contact us at volunteer@breastfeedingusa.org. We are looking for individuals who are passionate about breastfeeding and want to make a difference.
- Volunteer Services**
We are looking for individuals who are passionate about breastfeeding and want to make a difference. We are looking for individuals who are passionate about breastfeeding and want to make a difference.
- Finance Committee**
finance@breastfeedingusa.org
We are looking for individuals who are passionate about breastfeeding and want to make a difference. We are looking for individuals who are passionate about breastfeeding and want to make a difference.
- Funding and Development**
We are looking for individuals who are passionate about breastfeeding and want to make a difference. We are looking for individuals who are passionate about breastfeeding and want to make a difference.
- Information Technology Committee**
This is a new committee to Breastfeeding USA! In an effort to streamline tech-related support, the IT Committee is forming now.
- Education Committee**

Flow Chart of the Structure of the Organization

Breastfeeding USA Organizational Structure