

## **BOD Meeting (via conference call with online visual presentations) April 4, 2012**

**Begun: 9pm EST**

**Present:** Patty Jacobs, Norma Ritter, Carol Kelley, Anne Hutton, Nancy Mohrbacher, Sharon Knorr, Beth Lichy    Guest members: Christine Duenas, Lisa Wilkins

**Approve Agenda:** Motion by Sharon, second by Beth, everyone in favor.

### **Announcements:**

(Patty) Election Committee – has been formed, co-Chairs are Ali Kulenkamp and Sara Spaulding; they will be getting help from last year's committee and will be communicating with the membership about the upcoming election.

(Anne) Leaving town tomorrow, will be gone four days with no computer, back next Tuesday

(Carol) Still looking for chairs for Funding and Development and Membership Services.

**Financial Report** (Carol Kelley): Most recent report from Anne Hutton (bookkeeper) is displayed on screen; doing very well at this time – better than anticipated; \$15,528 in the bank at this time

- Beth asks about more money for the website; Anne replies it is more an issue with manpower than money; we are trying to hire a consultant to help Kathy with Drupal issues.
- Can we save money on Drupal and other consulting by using more internal volunteers? We have been looking for internal help, not too many folks with the skills we need; volunteer support, especially Lisa Wilkins, working on putting a sorting mechanism in place to categorize information on volunteers.
- Can we save money by using student interns or others who are willing to volunteer for a non-profit and are skilled in Drupal? Need to investigate.

Will need to pay BOD and officer's insurance next month – already booked as a prepaid expense on a monthly basis. Do not anticipate an increase.

Approve report: Motion by Norma, seconded by Beth; all approved

### **Operating Committee Report** (Anne Hutton – on screen powerpoint):

Twelve committees sent one rep each to the Operating Committee; there is a yahoo group where status reports are posted and issues are discussed; what is the purpose of the Operating Committee?

- Implement BOD policies and strategic plans.
- Keeps committees on the same game plan and knowledgeable about what is happening in other committees.
- Helps with coordination across committees when needed.
- Allows for input on issues.

How does the Operating Committee function:

- Committees submit bi-weekly status reports – what has been happening in the committee, new members or members leaving, plans for the future, statistics.
- Prepare operational plans for strategic action items, monitor plans and give updates .
- Given as much autonomy as possible to resolve issues within the committees.

Example of operational plan for a strategic action item – Register for permission to fundraise in each state with community Chapter

- Steps were outlined for achieving this action item.
- Responsibility assigned for each step.
- Target date given for completion of each step.
- Status reports give updates on where things stand for that action item, which steps have been taken and any changes in target dates.

Issue resolution: not so much done on this yet, most energy has been put into setting up the committee and getting status reporting in place

- There is a process for issue resolution documented, but needs to be tweaked - need to make sure everything goes back to originating committee for a final comment.
- Want to keep as much possible within the committees, but policy issues need to go to the BOD

Policy change: Proposal from Anne to revert to original wording by volunteer support committee for the reporting policy for BCs – eliminate words added about BCs “working with mothers” in the title; all on BOD agree with reverting back to original language in title; all in favor of change; Anne will update policy and show as revised in April.

Action Items: Twenty-two items were presented at the annual meeting to be accomplished in 2012; we have made amazing progress on these items.

- Green items – doing very well; have been accomplished or very soon will be.
- Blue items – these are coming along well, but still need some work.
- Yellow items – these need the most work and where we need to concentrate our efforts.

Action Item: (Beth-Education committee) Completing the comprehensive course

- Work is progressing, but would like to go more quickly; there is a tremendous amount of writing that needs to be done to finish this item.
- There are four modules that need to be written.
- Module one is completed and is in use
- Carol Delaney is going to be taking over for Ruth Tincoff in heading up the committee and keeping everything on track.

Strategic Item: Looking at internal organization

- Big strides have been made; job description manual almost done, contact information – all on website.
- Starting on Policy manual.
- Need to focus on getting the right people on the right committees, especially on education, finance, website.

Strategic item: Communication standards

- Communication plan and timeline completed.
- Monthly BOD memos going out to volunteers – need to put up on website.
- Working on control over intellectual property – ownership of website, yahoo groups, Facebook page, twitter.

Public relations: (Nancy)

- Website is a big part of this – need to do upgrade on system and improve integration stylesheet ( special thanks to Charlene Schenk and Adrienne Uphoff) is completed and on website in the volunteer section;
- Have also run two surveys to look at what our members and mothers think about BfUSA – looking for information about how we want to present ourselves - branding/logo/look – the survey was promoted not only through BfUSA, but also on Lactnet, Kellymom, Best for Babes which helps to raise our profile with mothers
- PR committee has a good mix of skills – writers, graphic artists, editors.

Fundraising: This is our weakest area so far; manpower is our biggest problem – we need someone to head up Funding and Development and put an effective committee together;

- Although our balance sheet looks good right now, we are going to need more money coming in to support our growth.
- We have not thoroughly tracked who is renewing and who is not; this will be a big problem as we go forward; Beth Bejnarowicz has been working very hard on getting membership renewals.
- Need permission to do spring fundraiser and then need the personnel to make it happen.

Is the Operating Committee where we want it to be at this time?

- Anne says yes, we are even ahead of where we thought we would be.
- We want to document inter-committee activities - Chris Duenas is putting together a flowchart looking at handoffs between committee.
- Need to finish policy manual.
- Committee will be working on budget for next year.
- We are looking forward to having the committees headed up by non-BOD members and hopefully the committees will continue to function well based on the groundwork that is being laid now.

**Continuing Education (Norma):**

- There is a requirement for continuing ed for our BCs – must attain continuing education recognition points of 20 over the course of 3 years; these can be all lactation CERPS or a combination of 15 lactation and 5 other CERPS.
- The committee has just formed and we will be working on generating internal CE credits.
- Patty asks how CEUs will be tracked – not sure yet exactly who will be in charge of this, presently being reported with each BC monthly stats – volunteer support is collecting this info and can shoot it over to CE committee.

**Public Survey results (Nancy):**

- 2843 respondents, only 2.6% were members of BfUSA, 75% had no affiliation with another breastfeeding organization; most were in the 30-39 yr. old range.

- The most important quality they wanted from a national organization was education – well-informed, supportive and evidence-based also rated very highly.
- Many comments about the importance of welcoming folks with different points of view.
- Will take time to collate all of the free-text questions; people did not like the “rank from 1 to 10” question and skipped it – they felt all were equally important.
- Survey information would also make for a good article.

**Member Survey results (Nancy):**

- Almost everyone completed the entire survey.
- The free-text comments were very inspirational as they often outlined the member hopes and dreams for BfUSA and their positive feelings towards the organization so far.

**Date and Time of next BOD meeting :**

- Will be the first weekend of June at the time of our face-to-face in Washington, DC.
- Each BOD member will look into possible flights and post to the group; can fly into National, Dulles or BWI.
- May want to spend some time with team-building before we actually get into BOD work.
- There could be a social event on Friday for anyone who wants to meet the BOD – don’t have to be voting members.

**Adjourn:** Motion by Sharon, second by Carol.

**Open to questions/comments:**

Lisa Wilkins – has been listening, now busy with children

Christine Duenas - been listening/taking notes

- wants to be able to track folks who may not make it through the application/candidate process and contact them to see if there is something else they might want to do within BfUSA; ultimately would like to see something built such as is used with the application process for tracking; can send a request to the operating committee to have this function as a strategic goal for the coming year – this could then be picked up by the website committee;
- also would like a process/script for corresponding with women so that there is a similar response and similar tone no matter who is actually writing it.

No more questions. The session is ended.

Minutes submitted by Sharon Knorr, Secretary  
Board of Directors, Breastfeeding USA