

February Board Memo

March 1, 2012

Dear friends,

We've had another busy month in Breastfeeding USA. Here are some of the highlights.

Annual Report: The Breastfeeding USA 2011 Annual Report is available for viewing

at https://breastfeedingusa.org/sites/default/files/annual_report_2010.11.pdf

Please feel free to share this with members, friends and colleagues. This was prepared in-house at no cost to the organization and is designed to be printed as a large 8.5 x 11 booklet.

USBC Membership: Breastfeeding USA applied for membership in the United States Breastfeeding Committee, which brings together breastfeeding coalitions and non-profit breastfeeding organizations from around the United States. We are awaiting official confirmation on our membership status, but do not foresee any obstacles. Their efforts on breastfeeding promotion and advocacy are un-paralleled; you can view their work at <http://www.usbreastfeeding.org/>

Branding Survey: Thank you for taking part in the survey from the Public Relations Committee. We had an overwhelming response of 142 of our members participating. They will be sharing the information when it's been collated. Thank you to Erica Grossman and Nancy Mohrbacher for putting this together. The second phase, which is a survey for the general public, will begin soon. This will bring us closer to developing a logo and better defining our overall public image.

Volunteer Management: The board completed a section of the Policy and Procedure Manual titled Volunteer Management. This policy was in direct response to the Operating Committee and Volunteer (BC) Support's request for a clear policy statement on how best to admit new committee members. The board looked at the Operating Committee's thoughtful conversation on the subject and tried to pull together the opinions of all the representatives. The policy will go into effect immediately, however as with all policies within Breastfeeding USA, it's considered part of a living and ever evolving set of documents within the Policy and Procedures Manual that are revisited on an annual basis. The text of the policy is at the foot of this message.

BC Reporting: Volunteer (BC) Support Committee rolled out the new Chapter Contact Activity Report (CCAR) last week. Thanks to Lisa Wilkins, Christine Duenas and Anne Hutton for their work on this project. BCs should expect twice monthly reminders to report their helping or community contact activities. The link to the CCAR survey is <https://www.surveymonkey.com/s/8V5VT3K>. It can always be accessed from the website after logging in, through the section "For Volunteers" then, "Forms/Reporting" followed by "Community Contact Activity Reporting" and finally "Community Contact Activity Report." Breastfeeding Counselor's monthly reporting is mandatory. The aggregated contact information will demonstrate the impact of our work throughout the US and as render support for grant applications. We expect Breastfeeding USA Counselors to fully participate in this easy requirement.

Membership: Thank you to the many volunteers who renewed their memberships for a second year. We know there was a bit of glitch with the website reminder, but that's all been fixed. Unfortunately, there are still volunteers that have lapsed membership. We cannot emphasize enough that demonstrating your financial support through membership is a requirement. This requirement was agreed upon by all of the founding volunteers even before the organization went live.

Board Meeting: The board is planning a weekend in-person gathering that will include an official BOD meeting, which you are all invited to attend. We will be meeting in the DC area on the weekend of June 1-2 & 3, and we welcome and encourage all volunteers within driving distance to join us for the actual meeting. We will present the details as to the time and location as soon as plans are finalized. This meeting will be the first time we meet as a board. Many of us will be staying with Beth Lichy or other members in the vicinity, and will minimize expenses related to transportation and basics.

Website Facelift: BreastfeedingUSA.org moved to a new and larger server. We immediately noticed that it loads pages much faster than before. An operational plan is in place and funds set aside to upgrade our website software to the next version of Drupal freeware. Thank you to Cathy Theys for pulling off the move without a hitch. Several committees are looking forward to website upgrade.

Google Doodles: Ever wondered how Google got the ideas for their Google Doodles, those variations on the Google logo that incorporate holidays, seasons or special events? Many ideas come from Google users. Please help to get a Google doodle for World Breastfeeding Week

(WBW) Send an email to proposals@... suggesting a WBW doodle. You might want to include why breastfeeding is important, or that this celebration is in its 20th year. Thanks to our Social Networking team that tweeted about sending a request to Google for WBW. The message now appears as a scrolling Twitter sidebar on the WBW website <http://www.worldbreastfeedingweek.org/> giving BfUSA a little international exposure.

If you have any questions or comments, or something you'd like to share with everyone, don't hesitate to bring it up on the volunteer chat list. The board can also be reached through a private to the board only email at BOD@...

Warm regards to all,

Patty, Norma, Sharon, Carol, Beth, Anne and Nancy

Volunteer Policy

Introduction:

We recognize that engaged volunteers are our most valued asset and the backbone of Breastfeeding USA. We further recognize that, in order to facilitate organizational growth, we need to build a sound volunteer structure within all committees and departments. This structure will provide for the immediate needs within each committee, as well as organizational needs for expansion and growth. It is a non-profit best practice to be continuously recruiting and training new volunteers.

III. Volunteer Management

1. Volunteer Behavior Expectations (2/12)

Volunteers will treat colleagues with respect and civility and in accordance with our Code of Ethics (see Code of Ethics section 1.4).

2. Volunteer Working Committees (2/12)

The Board will define working committees to implement the strategic plans of the organization. When defining working committees, the Board will consider the ways in which volunteers wish to organize into workgroups.

3. Volunteer Job Positions (2/12)

Working committees will define all the jobs performed by members of the committee.

- a. All jobs will have complete job descriptions detailed in the Job Description Manual.
 - i. Job Descriptions shall include, but are not limited to: position title, description of responsibilities, basic knowledge and or skill requirement, communication commitment (shall include to whom the volunteer reports), and the estimated number of hours per week or month to accomplish the responsibilities.

- ii. Job descriptions will be reviewed by the committee on an annual basis.
 - 1. If a committee requires changes to their job descriptions, the proposed change will be submitted through the Operating Committee for final review before the Job Descriptions Manual is updated.
 - 2. The Volunteer Support Committee will be kept apprised of any changes to volunteer job descriptions.
- b. The prerequisites or qualifications for specific committee positions will be reasonable and allow for training of task specific skills if appropriate, and will be fairly applied to all volunteers.

4. **Working Committee Participation (2/12)**

All committees will be open and willing to accept new volunteers during this time of rapid growth. Committees will provide a current listing of all committee volunteers and their positions to the Volunteer Support Committee.

Volunteers may formally apply to a committee if they meet the qualification requirements as stated in the committee job descriptions.

- a. Committees which handle sensitive and confidential information may use a volunteer approval process that complies with the Breastfeeding USA Code of Ethics and which is fairly applied to all volunteers.
- b. Committee leadership will evaluate the volunteer, establish a dialogue, and confirm or deny accepting her as a volunteer. Every effort will be made to place a volunteer in her or his desired committee and job position.
 - i. If the volunteer's desired committee job positions are currently filled, the committee may consider orienting and cross-training the volunteer as a backup for the position and/or may initiate a dialogue with Volunteer Support to suggest other opportunities for volunteering.
- c. Committee leadership has the authority to remove committee members for cause, following the documentation and procedure outlined in the Human Relations Management section (in progress). These matters will be considered confidential and will not be brought up in a more public forum, such as the Operating Committee. The extent of the removal is from the committee only and does not necessarily reflect negatively on the volunteers' other responsibilities within the organization.