

January Board Memo to Our Volunteers.

January 21, 2012

The Breastfeeding USA Board of Directors hit the ground running with a conference call on New Year's Day. Not only is the board in high gear right now, but all the committees are as well. The newly formed Operating Committee, chaired by board member Anne Hutton, is buzzing and has representation from all of our working committees and departments.

Through their representatives, all committees are working on job descriptions, procedures, and operational plans. The integration of our committees will improve the flow of information, ensuring more coordinated work efforts throughout the organization, and that our focus of mission delivery is goal oriented and strategic. Committees are also providing accurate committee descriptions for the website, determining their committee rosters, and discussing how to accomplish their unique responsibilities under the strategic plan.

In 2011, the board determined that getting the Comprehensive Education Course off the ground was the number one priority of the organization. To that end, a sub-committee called the Course Writer's Team was formed, and they set a deadline of January for completion of the first module, opening the door to the mothers waiting to begin their training to become Breastfeeding Counselors. The Education Committee and the Course Writers, led by Application Manager, Rebecca Ruhlen, are really excited and proud to have met this goal. The Comprehensive Course's first module is now open for our group of 40 BC Candidates. The board offers congratulations to the entire Education Committee.

A Publicity and PR Committee has been formed, led by Nancy Mohrbacher; they are working on a logo design and the overall look for the organization. They are also finalizing an organizational style sheet that will be used on all published materials. In addition, this committee is developing templates for Breastfeeding USA brochures, business cards, and other materials that local Chapters will be able to customize for their use. They are also making plans to submit articles about Breastfeeding USA for publication to increase awareness of our organization.

We began work on the charitable filings for each of the states requiring it. Carol Kelley and Patty Jacobs will be overseeing this very important work. As each state is filed and acknowledged, we will inform the BCs in the respective states. Priority is given to the states with Community Chapters.

The board approved two new policies recently. The first is a Continuing Education Policy. The policy is included below. Implementation details will be worked out by the Education Committee and communicated to the BCs. We feel this best positions the BCs for IBLCE acceptance of their volunteer contact hours. We've been in contact with IBLCE on this issue, and they will get back to us when they have a better idea of how to implement their new policies regarding contact hours and volunteers. Basically, we are waiting on IBLCE but should have more information soon.

Part of the mission of a Breastfeeding USA includes that we will present evidence-based information and support. In order to provide mothers with a high level of service and up-to-date information, the board has enacted the following continuing education requirement for the volunteer Breastfeeding Counselors:

- * Number of CEs: 20*
- * Time Period: 3 years*
- * Time frame: Jan to Dec. To begin the Jan. after the BC's accreditation date.*
- * Unit mix: May have all 20 from L-CERPS, or 15 L- CERP and 5 Additional units from either L, E & R-CERPS.*

The Board further agreed that

- * Taking the Placement Test or any other organization test to stay accredited is not necessary.*
- *The organization will need a dedicated person to seek out the CERP opportunities and post the information to BCs.*
- *The Education Committee would generate internal opportunities for CERPS in the coming year, with special attention to information that the organization deems important for all BCs know.*

The second policy is **Advocacy and External Relations**, which is at the end of this memo. The purpose of this policy is to help clarify some of the specific ways that the organization will fulfill the second section of our mission statement, promoting breastfeeding as the cultural and biological norm. It states that the organization will foster good relationships and affiliations with other organizations, that we will keep our members informed of legislation specific to breastfeeding and families, and that BCs will be encouraged to participate in community events and develop relationships with local organizations.

Below is a brief organizational calendar for the year. Details of exact dates will be forthcoming.

January	Launch Comprehensive Course
February	Appoint Nominating Committee Chair
March	Quarterly Board Meeting
April	Spring Fundraising
May	
June	Face to Face Meeting of the Board. Close of Fiscal Year
July	Begin Fiscal Year Exhibit at ILCA
August	
September	Voting for Board of Directors
Oct. Nov.	Board Meeting, Annual Meeting
December	Seasonal Committee Break
January, 2013	Board Meeting

The Breastfeeding USA Annual Report will be coming out later in the month. The board is looking forward to a productive and prosperous new year. Thank you for giving your time and talents to our organization, and to the communities you serve.

Warm regards,

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