



November, 2014

Dear Breastfeeding USA Volunteers,

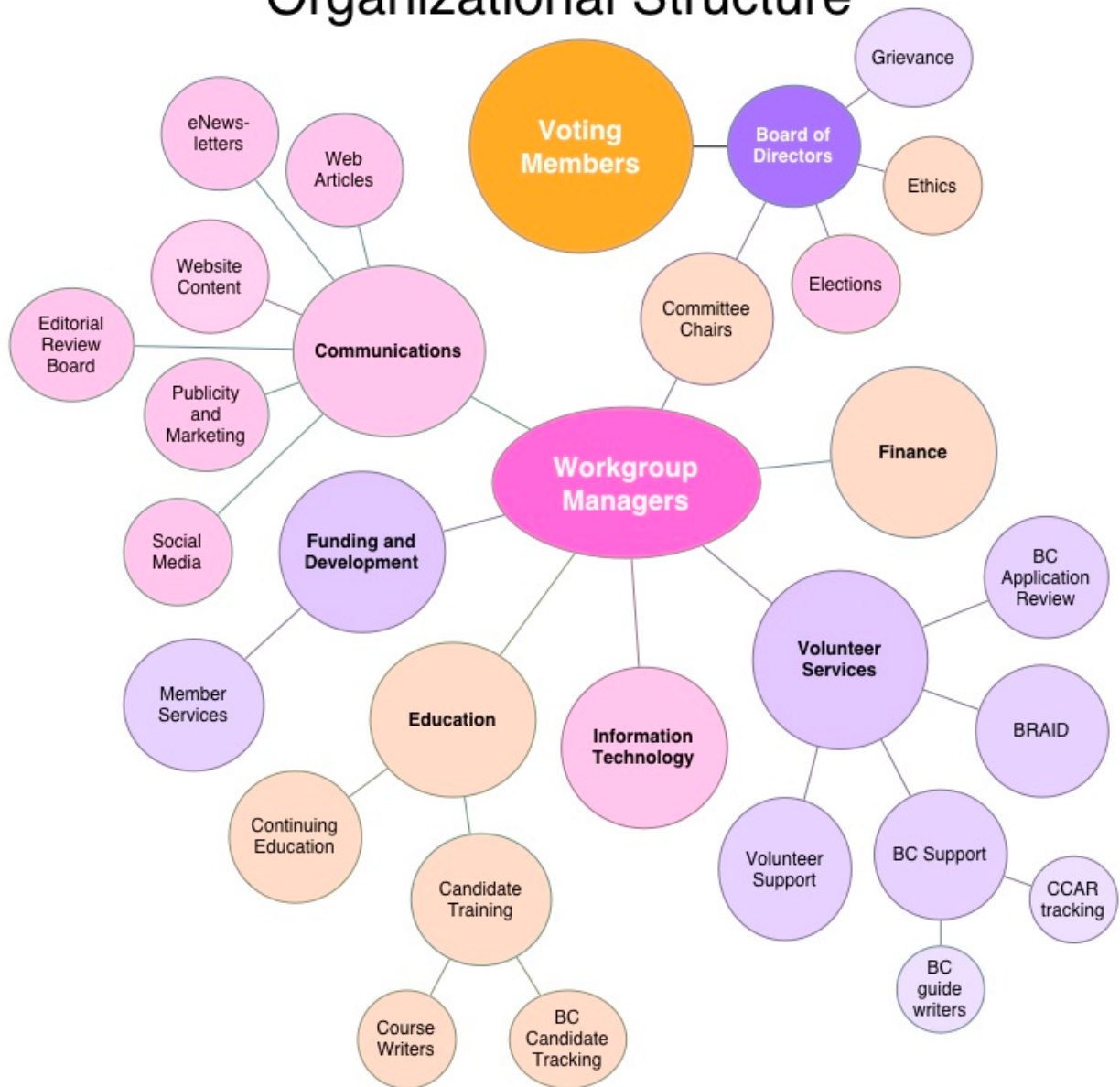
The Breastfeeding USA Board of Directors would like to take this opportunity to bring you an update on the hard work our committees and workgroups are doing to further the mission of our organization. Thank you to the Managers and Chairs who took time respond so quickly! The Board is appreciative of the time and talent given to Breastfeeding USA as our volunteers are our backbone!

Committees were tasked with providing a brief update—the information provides a brief overview of recent events and specific needs.

As you will see, we need more volunteers! We encourage you to consider volunteering to support this work!

If you would like to volunteer for any of the committees or workgroups below, please email volunteersupport@breastfeedingusa.org. To help illustrate the structure of the organization and where these groups fit in our overall structure, please refer to this organizational chart:

Breastfeeding USA Organizational Structure



Education Committee

Rebecca Ruhlen is the new chair of Education. She's been talking with the Continuing Education workgroup about their needs and the goal of developing and providing free or low-cost in-house continuing ed units to Breastfeeding USA Counselors.

More workgroup volunteers are needed on Continuing Education, Course Teachers, and Course Writers. We are seeking new managers for all three of those workgroups as well.

- Please see the new announcement in your email regarding the CE requirements for Breastfeeding Counselors.

Course Teachers Workgroup:

Course Teaching is plugging along with the jobs of scoring and responding to candidates' work in the comprehensive course. **We urgently need more volunteer teachers** to help run the comprehensive course. Teachers must be an accredited Breastfeeding Counselor and be able to score or respond to candidate work at least a couple times a week. Time commitment varies but 1-2 hours/week is typical.

Candidate Tracking Workgroup:

Started using a new email address, candidatesupport@breastfeedingusa.org to reduce the overwhelming volume of email on the older applicantssupport@ address.

Collaborated with Applications Review, IT/Website, and Finance to create a payment plan (vs granting waivers) for the new education fee.

-Could use the support of more course tutors. It's not directly within our department but the lack of sufficient coverage directly impacts our department. This is another reflection of our growth.

Course Writers Workgroup:

This workgroup is tasked with making needed revisions to the comprehensive course, in order to keep it effective and current. **The workgroup needs a manager to take the lead on directing and tracking various small projects.** Willingness to learn how to edit content in Moodle is required. The time commitment is flexible.

Finance

The Breastfeeding USA Financial Accounting Team consists of the Treasurer, Bookkeeper, Accounts Payable Manager (currently, the Treasurer is managing Accounts Payable), and Receipts Manager. **We are in need of a Receipts Manager.** Please consider joining this small, essential team. Expect a time commitment of about 1-3 hours per week. Contact Finance@breastfeedingusa.org or Carol.delaney@breastfeedingusa.org for more information.

From Ginger Gorrell, Bookkeeper: I just finished the first quarter bookkeeping and will be collaborating with, Treasurer, Carol Delaney, to ensure their accuracy.

Volunteer Support

Applications Review:

We cleared a backlog of 40 applicants waiting for interviews and got almost 30 applicants accepted in a month. Currently working to maintain momentum in applicant processing. **Need more interviewers.** We thank all of the BfUSA volunteers who conducted the interviews and helped to bring this work up to date. We know that several of the same volunteers are doing this work, so we encourage more accredited Breastfeeding Counselors to come to this workgroup and support new BC's! Several interviewers had to step down after the last push.

BC Support:

Five new regional support people volunteered in October! Procedures and a job description are being documented and there will be a mini-orientation for the new volunteers. Gaps in support will be identified and filled. Two BCs have expressed interest in helping with the West region later this fall and early next year. So, if that happens, **no needs for now!**

CCAR Tracking:

We updated CCAR survey for FY 2014-15 and every Breastfeeding Counselor should be reporting on this updated survey. Data is being organized and procedures documented to be able to track CERPs and BC's concerns more easily. **CCAR Tracking may need a couple of volunteers after procedures have been finalized.**

Here is the link for CCAR - make sure you complete your monthly reporting!

https://docs.google.com/a/breastfeedingusa.org/forms/d/10MW3OmYfLFJNVPuShlYPWnmlD8_IXQqcRgAr2ZkGO3g/viewform

If you would like a copy of your responses, be sure to check that box on the last page of the reporting form.

Funding and Development

Funding and Development:

-TWGYBB fundraiser is winding down, with a disappointing turnout. Ramping up for Giving Tuesday, Cyber Monday Amazon Smile appeal, and a basic year-end appeal letter. Also exploring a membership drive for the Dec. 10th 4 year anniversary of BfUSA.

-**Need more volunteers!** Just welcomed a donor liaison who will be sending donor thank you letters. Need 2 people for membership, a grant writer and one donation manager.

Membership:

Currently keeping track of and processing memberships. We are working with IT to find solutions to improving systems to manage membership.

We need help in identifying volunteers for this workgroup and are looking for new membership manager.

Elections

Elections:

-Recently completed a successful election! **We are looking for 1 or 2 people to join the committee** for next year. The bulk of the work happens in late spring and summer.

Information Technology (IT):

We've been working with the contractor who is coding the theme (the look of the new site), and writing tests that we can run to let us know everything works. These are

necessary in order to know when we're ready to launch the new site, and useful thereafter to apprise us of issues that come up. We've also updated security measures, welcomed a new volunteer, added new material to the site, created a new product for education fee payment plans, created a book reviews page, and kept up with new users and group changes.

Needs: **Available time with our expert volunteers.**

Communications

Editorial Review Board (ERB):

In the past year the ERB has:

- reviewed 14 articles, which are now up on our website
- reviewed 4 book reviews, which have been added to the website.

<https://breastfeedingusa.org/content/book-reviews>

- reviewed one article for Horizon

We are always looking for **new authors and ideas for articles.**

Social Networking:

Facebook hit 85,000 likes and Twitter is at 5,400 followers. Added a new team of volunteers to help with wall questions.

Needs: **Volunteers to help with inbox questions and someone who is highly experienced with Twitter.**

Publications

The publications committee is preparing to publish a fall edition of Horizons! **We need more submissions from BCs who would like to write articles for the newsletter about your chapter's accomplishments, plans for events, success stories, or anything else you'd like to share with the BFUSA membership! We could use some editorial volunteers!**

PR and Publicity

We need a workgroup manager for this group!

Ad Hoc Committees

Continuing Education:

The Board of Directors just announced a change to the CE reporting requirements. **We will need to form an ad hoc committee, but currently Continuing Ed workgroup needs more volunteers first.** We very much hope to have an internal CE program, but need to shore up our CE workgroup first.

Demographic Survey:

Has been stalled due to the fact that the main leading volunteer stepped in to help resolve problems in other areas of the organization and so this project was sidelined until volunteers for the other groups could be identified and trained.

Advocacy

Breastfeeding USA participated in the US Breastfeeding Committee's town hall and was selected to exhibit a poster presentation at the Annual Meeting and Conference in August. In addition, BfUSA was proud to sponsor BfUSA member, Kate Frederick and her son, to attend the conference to present her story of sex discrimination in the workplace. There was a meetup of BfUSA members at the Washington DC capital.

Advocacy is a newly formed workgroup. **There is currently an open position as the alternate USBC Representative.** Are you interested in advocating for breastfeeding, please consider leading this workgroup or volunteering!

<https://breastfeedingusa.org/content/advocacy-workgroup-job-descriptions>

From Beth Lichy: I am currently BfUSA representative to USBC. Rebecca Ruhlen and Genevieve Colvin represented BfUSA at the biannual meeting in August. I participated in a phone webinar this month as part of the USBC "Advisory Committee on Community Support for Breastfeeding." I have acted as an advocate for BfUSA to increase our name recognition and let others know about our services. Please see the job description for the BfUSA alternate Representative to the USBC. The next meeting is in January. Please consider representing BfUSA as the USBC alternate Representative:

BfUSA participated in Supporting the WHO Code, you can read about it in this issue of Horizons.

<http://us2.campaign-archive1.com/?u=521d639e660aa0167767659d3&id=b863fd6606&e=>

Breastfeeding USA also exhibited at the ILCA conference and the California Breastfeeding Coalition Conference and at the Academy of Breastfeeding Medicine conference in November.

Ethics

The ethics committee has been quiet in the last reporting period. A concern regarding a communication breakdown between several members was reported, discussed and the ethics committee was able to help resolve the misunderstanding. No other new concerns arose during this time period.

The biggest barrier to completing the goals of the Ethics Committee is adequate trained volunteers to help draft policies and also serve in the role of Ethics Advisors. Additionally, many of the new policies describe the Ethics Committee working in conjunction with a Compliance Officer. However, this position is not yet filled. **Two or three additional volunteers for this workgroup would ensure the Ethics Committee would be able to meet the growing community's needs.**

Compliance Officer: Please see the Compliance Officer Job Description:
<https://breastfeedingusa.org/category/sections/volunteers/volunteer-opportunities>

Volunteer of the year -

In case you missed this exciting announcement in Horizons... Thank you to our Volunteer of the Year, Taylor Etchison!

<http://us2.campaign-archive1.com/?u=521d639e660aa0167767659d3&id=081668489f&e=dee72c7c13>

Thanks for all you do to support the mission of Breastfeeding USA!

Warmly,

Ali Kulenkamp, interim Board Secretary

on behalf of the Breastfeeding USA Board of Directors