

OHCFR Board Meeting Minutes

June 30, 2017 Meeting

10:00 am – 3:30 pm

Ritter Public Library

5680 Liberty Ave, Vermilion, OH 44089

In attendance: Rachel Arocho, Carmen Irving, Amy Kelly, Audrey Kraynak, Katie LaPlant, Patrice Powers-Barker, Scott Tobias, Courtney Walsh, and Maureen Blankemeyer

I. Prior Meeting's Minutes – Rachel moved to approve the minutes from the April 21, 2017 strategic planning meeting and Patrice seconded the motion. The motion carried.

II. Treasurer's Report - Maureen reported the current account balance is \$3732.23, after receiving the \$420 NCFR rebate. Audrey moved to approve the treasury report and Scott seconded the motion. The motion carried.

III. Old Business

A. Media Update – Courtney reported the following:

1. **OHCFR Website** – All minutes are up to date on our website. She also has included newsletters that have gone out to the membership via our listserv.
 - a) A “subscribe” button has been added to the website, allowing individuals to sign up to receive email notifications of new posts on the OHCFR website.
 - b) The “Resources” tab is now available on the website. Courtney added the board's suggested 50+ resources onto Google docs. She asked board members to go there to add, update, etc.
 - i. The group discussed possible ways to categorize the resources.
2. **OHCFR Facebook Page** – Courtney reported she made 12 total posts promoting the Mental Health First Aid training. The Facebook page has 109 likes, which is up since the Mental Health First Aid training posts were made.
 - a) Contrary to the findings from our needs assessment, which indicated members want to highlight the CFLE, etc. online, members are not engaging online. The board's discussion turned to ways of engaging new members.
 - i. Ultimately, we would like to request OHCFR members who are faculty to implement a course assignment connecting family science content to social media. Scott and Maureen (and if Rosemary would like to) agreed to pilot this idea in the fall, before we reach out to other faculty for their participation.
 - Scott will draw up a draft of generally what will be looked for in the assignment and the purpose:
 - 1) Have students promote FLE and family science programs/ events in practice. This will highlight the type of work that FLEs and other family science practitioners do.
 - 2) Have students present and promote the information via our Facebook page.
 - Students will send their post to their faculty member and Courtney.
 - Once the assignment has been piloted and necessary adjustments made, we will send a request to OHCFR members who are faculty, inviting them to implement the assignment in their courses. This will be a rolling process occurring throughout the academic year. We also plan to solicit feedback from faculty who participate in the process.

- ii. Carmen will get an updated OHCFR membership list. Using the list, the board will contact people we know and ask them to like our FB page.
- iii. The Social Media Team will create an engaging request to send out on the listserv, inviting members to like our FB page and also encourage them to visit our website and share information they would like posted as well.

B. NCFR Affiliate Workshop Presentation – Patrice, Amy, Carmen, Katie, Rachel, Courtney, and Maureen will participate in preparing and/or presenting our roundtable at the NCFR Affiliates Workshop.

- 1. Carmen will send the proposal to the subgroup, create a timeline to work on the presentation, and send us Doodle Polls for a call and Skype meeting.
- 2. Carmen will call Bethany to see if our presentation is a roundtable or other and what resources we will have access to.
- 3. We may mention in the presentation our pilot project of having students develop posts for our FB page.

C. Updates

- 1. **Donate Button on Website** - Audrey updated the group on what she learned from NCFR about using a “donate” button on our website: As long as we don’t collect more than \$50,000, we can have a donate button. However, we will need to file with the Ohio Attorney General if we choose to do this. Since we are a 501(c)(3), we would send out acknowledgment letters to donors. Audrey received a sample acknowledgment letter from NCFR. We would also have to file annually with the state to maintain our 501(c)(3) status.
- 2. **Reaching out to Related Organizations** – At the prior meeting, Patrice suggested we reach out to other related organizations, like Family First, to possibly share resources between the organizations. Audrey looked into this and reported we would have to go through Family First’s state board. The OHCFR board decided to put a hold on this idea due to currently having plenty on our plate.
- 3. **Mental Health First Aid Training** - Carmen reported 30 people registered for the training and 28 attended. Attendees represented several different agencies and organizations. The training was deemed a success!
- 4. **Strategic Plan Update and Discussion** – Carmen compiled notes from the strategic planning meeting and shared a table of the plan with board members. The board went through this version of the strategic plan and made edits as needed. Maureen made a motion to approve the strategic plan. Katie seconded the motion.

12:00-1:00 Lunch at Granny Joe's Ice Creamatorium

IV. New Business

- A. Fiscal Sustainability** - Scott discussed some options regarding means for financial stability for the organization in the future.
 - 1. Amy will contact Kathy Bergh, who oversees the Nonprofit Management minor at Kent State, to see if she is aware of any organization *for* non-profits regarding their financial stability.
 - 2. Those attending the Affiliate Council Workshop in November are encouraged to ask what other affiliates are doing to raise money.

B. Member Communication Preferences - Rachel and Courtney will create a brief survey asking our members for their preferred mode(s) of communication from OHCFR. Carmen will send the survey out to the members via the listserv.

C. OHCFR update for the NCFR Report - Rachel submitted an OHCFR update for the fall 2017 issue of the *NCFR Report* about our use of low-cost social media outreach efforts.

D. BillTrack50 - Maureen will work with Courtney to get a BillTrack50 widget up on the OHCFR website.

E. Highlighting OHCFR Members – The Social Media Team will highlight board members on Facebook beginning with newest board members.

1. Audrey will write a draft email to send to Ohio NCFR 2017 presenters, requesting a brief overview of their presentation.
2. Audrey will look through the NCFR program for presenters who are OHCFR members.
3. The Social Media Team will contact them and share their information on our Facebook page.

F. OHCFR Infographic - Rachel asked for feedback on her latest version of the OHCFR infographic. The group provided suggestions.

G. Marketing the September Opiate Webinar - Rachel will make the Qualtrics survey with the registration info for the Opiate webinar.

1. Rachel created a save the date flier that she sent to the board for feedback. The Social Media Team will send it out to the members.
2. Carmen will submit information about the opiate webinar to be posted in Zippy News

V. Adjournment – Patrice made a motion to adjourn the meeting, Katie seconded the motion. The meeting was adjourned at 3:10 pm.

- The next board meeting will be a conference call on October 13th from 9:00-11:00 am.
- The next face-to-face meeting will be on December 15th 10:00 am – 3:30 pm. Location TBA

Respectfully submitted by Maureen Blankemeyer, Secretary/Treasurer.