

OHCFR Advisory Board Meeting Minutes
Conference Call
March 7, 2016
10:00 am – 1:00 pm

In attendance via phone: Kyle Bartholomew, Rachel Brown, Carmen Irving, Joan Jurich, Audrey Kraynak, Patrice Powers-Barker, Courtney Walsh, and Maureen Blankemeyer

- I. **Prior Meeting's Minutes** – Rachel moved to approve the minutes from the previous board meeting and Carmen seconded the motion.
- II. **Treasurer's Report** – Maureen reported the current account balance is \$2945.23.
 - A. Maureen will check with Allison Wickler at NCFR about when the new rebate procedure (direct wire transfer to account) will be implemented.
 - B. Audrey checked with NCFR about OHCFR using Amazon Smile. Allison said NCFR would send a thank you letter to any donors so the donors would have documentation for their taxes.
 1. Audrey will contact Allison Wickler to ask if we can use Amazon Smile for OHCFR without it being a conflict of interest w/ NCFR, since NCFR is already registered with Amazon Smile.
 2. Kyle reported we would receive .5% of the cost spent on Amazon purchases. We could announce our connection with Amazon Smile through the listserv, blurb in the newsletter, OHCFR blog, and our Facebook page. Rachel suggested we also put it in the Zippy newsletter.
 - a. If there is no conflict of interest w/ NCFR, Kyle will write up a description of what Amazon Smile is and how our Ohio members could utilize it. That description would accompany the announcement of OHCFR's connection with Amazon Smile.
 - C. Carmen moved to approve the treasury report, Rachel seconded the motion.
- III. **Old Business**
 - A. **wearefamilyscience.org** – We'll send out this link to the OHCFR membership.
 - B. **Family and Consumer Sciences Social Media Campaign** – Patrice will create a summary of what is being done with the social media campaign, "Family and Consumer Sciences: Knowledge You Can't Live Without." Current contributors to this campaign are the Ohio Association Teachers of Family and Consumer Sciences, National Extension Association of Family and Consumer Science, and American Association of Family and Consumer Sciences. Patrice will send the summary to the Board.
 - C. **Affiliate Ribbons at NCFR Conference** – Per the prior meeting's minutes, Maureen will contact Allison Wickler about the possibility of implementing ribbons that attach to name badges at the NCFR conference. The ribbons would identify Affiliate Officers and Board members to NCFR attendees.

IV. CFLE Needs Assessment Update – Carmen reported on the CFLE needs assessment results.

- A. There were 30 surveys returned out of 79 surveys submitted. (Some of the 79 bounced back due to outdated contact information.)
 - 1. The majority of our CFLEs are in practitioner positions, which reinforces the need for OHCFR to accommodate practitioners.
- B. Audrey reported that Allison Wickler recommended we contact her before we send out anything to CFLEs so she can supply us with the most current list of Ohio CFLEs.
- C. Audrey will send a draft to the board where she compiled the workshop topics into the 10 CFLE content areas.
- D. There are currently 81 Ohio NCFR members.
 - 1. Of the Ohio CFLEs: 37 are NCFR members, 40 are non-NCFR members
 - 2. Discussion ensued about the decrease in the OHCFR membership and how it mirrors the overall membership changes in NCFR.
- E. Patrice suggested we share the summary of the CFLE needs assessment with NCFR. Joan will send it to Dawn Cassidy or Maureen Bourgeois at NCFR.

V. Strategic Planning – The importance of recruiting to grow our membership was discussed, and the question was raised of whether we want to increase the membership at this point prior to having more to offer members.

- A. See attached strategic planning minutes provided by Audrey.
- B. The group discussed plans to establish/revise our mission statement.
 - 1. At the next strategic planning committee meeting, we will look at our current statement on our blog and marketing materials and combine it with the Minnesota affiliate's mission.
 - 2. Patrice suggested we add "students" to the mission.
 - 3. We decided to put a moratorium on travel awards for now. Kyle suggested we let members know through a statement: "Due to waning membership, OHCFR will be suspending the travel awards for 2016."
 - 4. Carmen raised the issue of whether OHCFR would want to give out a non-monetary award. Many organizations that our practitioners are part of give awards to acknowledge outstanding work. Carmen, Audrey, Kyle, and Patrice will form the subcommittee to work on this proposed OHCFR (non-monetary) award.
 - a. Patrice noted that could help us link with Ohio agencies, such as Head Start, and then we could do outreach for membership with them.

- b. The Board will discuss this award more as a group before we announce it to the membership.

VI. New Business

- A. **Summer meeting** – We'll plan for our summer (June) meeting to be held in Marysville. Carmen will get a Doodle Poll out for this face-to-face meeting. Joan suggested the Doodle Poll go out in April.
- B. **Strategic planning** – Carmen also will send out a Doodle Poll to set up a strategic planning conference call.
- C. **Newsletter** – Audrey will send out the newsletter, which will include an introduction to Katie and Patrice, a brief summary of the CFLE survey results, and the "Due to waning membership..." statement.
- D. **Blog** – Courtney, Audrey, Maureen, and Joan will be listed as administrators for the OHCFR blog with Jason Samuels at NCFR.
 - 1. Audrey will send the 4 OHCFR administrators a link to the Wordpress refund document that Jason Samuels sent her.
 - 2. Courtney has been updating the OHCFR blog. We will see how Jason has revamped the template before we make additional changes, such as contact information.
 - 3. Courtney will add the www.wearefamilyscience.org link to the blog.
- E. **Bylaws** – Audrey worked on bringing the bylaws in line with NCFR's, specifically by following the Southwest Council's bylaws.
 - 1. For the next meeting, all members are asked to look over the revisions to the bylaws that Audrey emailed us on March 3, 2016.
- F. **Summit Co. Poster Competition** – Joan asked for an update on the April Family Awareness Month annual Summit County poster competition. There was no update.
 - 1. Audrey suggested we plan ahead for next year's annual FLE month.
- G. **Governor's Council on Early Childhood Education** – Joan asked for an update on this. If we held a webinar, the folks on this council might be interested in it. Also, the Governor's Council is a potential recruitment tool for an in-service. Audrey reminded us that Susan said to maintain confidentiality of the contact list.
 - 1. Joan suggested that in the future we could contact their board and ask them to send out an announcement of any relevant webinar or programming we provide.

Meeting adjourned at 12:00 pm

Respectfully submitted by Maureen Blankemeyer

Minutes of Strategic Planning Meeting
February 5, 2016; 10 a.m.-1 p.m.
Union County Extension Office, Marysville, OH

Present: Joan Jurich, Rachel Brown, Carmen Irving, Audrey Kraynak

Carmen provided a summary of results from the CFLE Needs Assessment survey which the team discussed. The results were based on responses from 30 CFLEs who responded to the survey, 19 of whom were also members of NCFR. The highest degrees earned by the respondents ranged from a Bachelor's degree held by nine respondents to six respondents with a Ph.D. and three with an M.D. or J.D. Twelve had earned master's level degrees. The results provided a list of current job titles: 9 were employed at a college/university in administration, teaching or student services; 4 were extension educators, 4 others served in an administrative capacity as directors engaged in Family Life Ministry, Education & Mentoring or as CEO of a FLE training company. The remaining 13 respondents were employed in applied positions such as Wellness Manager, Clinical Counselor/MFT, Military Family Consultants, Paralegal/interpreter, Parent Educators. Data also tabulated the respondent's area of expertise, primary audience with whom they worked, and information about preferences for receiving OHCFR email updates, attending an OHCFR sponsored state conference or webinar and services that they would like to see OHCFR offer. Interest in various topics as well as willingness to serve as a panelist/presenter or participate in OHCFR was also tabulated to help in planning future continuing development opportunities or appointing individuals to various committees.

Audrey volunteered to map the areas of expertise and interest on to the ten content areas which may help in providing continuing professional development opportunities that enable CLFEs to renew their certification.

Carmen provided copies of a packet that Maureen Blankemeyer had emailed based on a workshop at NCFR entitled "How to Create a Strategic Plan; Planning for Success" which was presented approximately five years ago. A five-step diagram as well as sample strategic plans from the Minnesota and Southeastern affiliates were included in the packet. The team used this information throughout the meeting to guide our discussion. Points of discussion follow:

1. Step 1: What is OHCFR's mission statement? This statement should provide a forum as well as be applicable locally, regionally and at the state level. At the present time, OHCFR will table establishing vision as well as values statements.

After discussing various options, the group is recommending that we adopt the statement used by the Minnesota Council on Family Relations pending permission to use this statement. Joan will contact MNCFR for permission.

The statement will read *"The Ohio Council on Family Relations (OHCFR) strengths families by educating and supporting family professionals and promoting connections among those involved in research, policy and practice."*

2. A discussion of possible goals focused on (a) why OHCFR exists, (b) who should be the audience, (c) what role should OHCFR serve; and (d) how can OHCFR serve the need for professional development/ continuing education opportunities? As of 12/2015 information from NCFR indicated that of the 81 Ohio NCFR members, 37 were CFLEs and 42 CFLEs were not members of NCFR. A question was raised regarding whether non NCFR CFLEs are part of the OHCFR listserv. Audrey will contact Allison Wickler for this information.

The group agreed that OHCFR differs from NCFR whose main audience seems to be individual's engaged in teaching or research at the college/university level. Some of the discussion points follow:

Who should the audience be and what is OHCFR's role?

- OHCFR should serve the needs of both practitioners and students.
- Possibly elitism and financial barriers discourage practitioners from joining NCFR or going to the annual NCFR conference where the content is mostly theoretical rather than applied.
- Conference attendees go to network with other professionals.
- Advantages of a webinar included lower monetary cost as well as a smaller time commitment than attending a national conference. In addition, the webinar can be saved to a blog.

What purpose would increasing the memberships serve? What are the advantages of joining OHCFR?

- Helps increase the visibility of OHCFR
- Increases networking opportunities
- Increases awareness of diversity with respect to jobs and consumers being served
- Leads to sustainability of the organization
- Possibly free participation in webinars

The following points summarize a discussion regarding whether to continue travel awards.

- In the future will OHCFR have the financial means to provide three \$200 travel stipends on a yearly basis? Do possible recipients depend upon this money to attend the annual conference?
Rachel reported that at the graduate level at OSU, grants and other university awards enable graduate students to make presentations at various conferences.
- The tasks involved in awarding travel stipends includes a call for proposals, collecting the proposals and disseminating them to a committee and then contacting both the person receiving the award and those who did not.
- The cost of applying for the CFLE certification whether through a review or exam process is costly for recent graduates who may be facing student loan payments as well as living expenses when newly employed. NCFR members pay \$124 for an abbreviated application, \$210 for the exam application, \$80 for a review of work experience and an annual fee of \$72. For individuals who are not NCFR members, the cost for an abbreviated application is \$170, \$285 for the exam application, \$110 for the work review process and \$97 annually. Regardless of membership status, a

recertification fee of \$210 is charged after a two year period which follows non-renewal of the CLFE.

At the present time, the following goals will be presented to the Advisory Board during the March conference call:

OHCFR goals for the 2016-2017 biennium will be

1. To serve the needs of practitioners as well as students.
2. To engage in an annual planning meeting to review progress toward goals.
3. To increase the number of OHCFR members.
4. To identify ways to build financial resources in order to establish the means to provide funding for CFLE certification

Respectfully submitted,
Audrey Kraynak, Acting Secretary