

**OHCFR Board Meeting Minutes  
December 2, 2016 Meeting  
10:00 am – 3:30 pm**

**Mental Health and Recovery Board of Union County  
131 N. Main Street, Marysville, OH 43040**

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

**I. Prior meeting's minutes** – Patrice moved to approve the minutes from the October 19, 2016 conference call and Rachel seconded the motion. The motion carried.

**II. Treasurer's Report** - Maureen reported the current account balance is \$3387.23. Katie moved to approve the treasury report and Rachel seconded the motion. The motion carried.

Maureen requested the treasury books be audited, per NCFR requirements. Rachel and Courtney completed the audit.

**III. Old Business**

**A. Tax exempt status and Amazon Smile**– Audrey reported OHCFR has its own EIN number. Each year that we submit the annual report, that number is reactivated for us. All affiliates are under NCFR's EIN. If we choose to pursue linking up with Amazon Smile, we could announce it in the newsletter and on our blogsite. However, before we decide to connect with Amazon Smile, Amy will contact the UConn student affiliate group to see if they've had success with their connection to Amazon Smile.

**B. Training for BillTrack50** – Maureen contacted Jennifer Crosswhite about possible dates in January for three OHCFR board members, Jennifer, and Karen Suhaka (creator of BillTrack50) to meet virtually for the training. Jennifer was out of the office, so once she replies, Maureen will work with Audrey and Katie on possible dates.

1. Update: Jennifer responded that late January would work and asked if our training could be recorded for use with other affiliates.

**C. Media update** – Courtney had posted the OHCFR election information on the blog and our Facebook page. As a follow-up from the prior board conference call, she also reported that the number of people “reached” means the number of people who have seen the post.

1. **Our Facebook data** – Courtney, Patrice, and Katie reported:
  - Traffic was recently up 23%. Courtney disseminated a handout of the reach/traffic.
  - 77 people have liked the OHCFR Facebook page.
  - Pictures got the most traffic.
  - 79% of those who've liked the page are women.
  - 9:00 pm was the peak time for traffic.
2. Courtney asked board members to give her a list of family-related organizations, institutes, etc. (e.g., BGSU's National Center for Family & Marriage Research) she should “like,” in order to promote more traffic on the page.
3. Rosemary raised the issue of meeting the needs of our diverse Facebook audience. She suggested using different hashtags for say, research, advocacy, etc., in order to help categorize topics.

4. Patrice recommended we do a Facebook burst in February for Family Life Education month. **By January 13<sup>th</sup>, each board member is asked to send Courtney an article, photo, or anything else related to FLE. Let her know which of the 10 CFLE content areas it fits under.** The post, photo, etc. might address what we are doing that is FLE-related, how it is advocating for FLE, and/or how what we're doing is important to our communities. Thank goodness Patrice heartily gave some us ideas for what we could submit! 😊

**D. Strategic planning discussion** - Carmen suggested that our planned use of electronic media be a big part of the strategic plan. The board discussed other topics, such as inviting all Ohio attendees at the NCFR conference to meet together for a meal. Regional collaboration should also be addressed in the plan, as well as encouraging student involvement in the organization.

1. Carmen will contact NCFR for any resources on strategic planning. Audrey distributed handouts Maureen shared from a prior Affiliates Workshop session on strategic planning.

**2. Strategic planning meeting: April 21<sup>st</sup> in Marysville 10:00-3:00. Location TBA.**

- a. **Prior to the meeting, board members are asked to read the NCFR and OHCFR bylaws and mission.**

3. Audrey will email the board a list of potential workshop topics that Ohio CFLE members suggested in the survey.

**E. Board members updated their contact information.**

#### **IV. New Business**

##### **A. Information from the NCFR conference**

1. **Affiliates Workshop** - Katie, Rachel, and Patrice reported on the following:
  - MNCFR has updated the Ethics booklet.
  - OKCFR had a panel on how they get their students involved in the affiliate and how they get faculty involved with the students. They require all students to join OKCFR.

This prompted a discussion about building our student membership. Potential ideas included using digital means to reach out to students, such as Facebook Live. We could first reach out to faculty across the state and encourage them to require students to watch a certain number of the Facebook Live videos. We will need to identify universities in the state with HDFS-related programs. Maureen gave Courtney some examples of resources from which to identify those institutions.

2. **The Scholar Activist Network** - Patrice reported on a proposal for this NCFR focus group.
3. **Affiliates promotional table** - Those who attended the conference said we should definitely have an affiliates table reserved at the conference next year because it appeared there isn't a requirement to have someone staff the table at all times.

**B. CFLE Academic Program Reviewers** – Audrey reported the deadline for this is December 9<sup>th</sup>. Contact Dawn Cassidy if interested.

**C. Publication possibilities** – Audrey announced the next *NCFR Report* deadline for articles is December 15<sup>th</sup>. Submit articles to Brian Boese, Communications Manager with NCFR. In each *NCFR Report* there is a "Family Focus" practice- and research-oriented section relevant to that issue's theme. There is a call for Family Focus articles for the summer issue. The theme is sleep. If interested, submit a general topic to the editor by February 1 and then submit your manuscript by February 15, 2017.

**D. Other**

**1. Membership fee adjustments:** We will plan an increase in dues once we put more benefits into place for members. To be discussed more at the strategic planning committee.

**2. What is OHCFR's product?** Carmen suggested we develop a few webinars. She will send an email to the membership in January with the following:

a. A reminder that Ohio NCFR members are automatically also OHCFR members.

b. An announcement that February is FLE month. To highlight this, Katie and Patrice agreed to do a live "Lunch and Learn" webinar on their FLE Planning Wheel. Carmen will moderate. Date: Thursday Feb. 23, 2017, 12:00-1:00 p.m.

i. Rachel will develop a flyer for the webinar. She will also arrange to have attendees pre-register via Qualtrics.

ii. Another possible webinar topic for later in the year (September?) is the impact of heroin on families. Amy agreed to help Carmen with the heroin webinar by posting FLE articles and other resources leading up to the webinar. The resources and/or webinar might address: What does the professional who doesn't specialize in substance abuse need to know about the heroin epidemic in Ohio? What are implications for practice with affected families?

iii. Rosemary suggested another possible webinar topic: Interprofessional education. This came from discussion about the different disciplines and professions who have a vested interest in families in Ohio. The webinar would tie in with the Professional Ethics and Practice CFLE content area. Rosemary offered to do this webinar in 2018.

iv. Courtney will post an announcement for the webinars on our Facebook page and the blog. We should tag each other on anything we post.

**3. Annual report** - Carmen, Audrey, and Maureen will work together to complete this.

**4. Updated photo** - Scott, Rosemary, and Amy are asked to send their updated information and a photo to Courtney so she can post them on our blog.

**V. Adjournment** – Amy made a motion to adjourn the meeting, Katie seconded the motion. The meeting was adjourned at 3:15 pm.

The next meeting will be a conference call on March 10<sup>th</sup> from 9:30-11:30 a.m.

Respectfully submitted by Maureen Blankemeyer, Secretary/Treasurer.