

EAST BAY CAMFT 2020

BOARD OF DIRECTORS MEETING

Zoom Meeting

Friday, October 9th, 2020 9:30 – 11:30 am

Meeting Minutes

9:30a Meeting called to order

Welcome and Check-In

- Board Members in Attendance via Zoom: Beth Hermosillo, Susan Kelsey Weissenborn, Aliss Wang, Tu Hoang, Jennifer Brookman, Jessica Brown, John Kravitz, Tanya Jacobs, Nalini Calamur (partial)
- Regrets: Nanci Finley
- Notes: Jennifer Brookman

9:50a Approve Consent Agenda

The Consent Agenda was moved, seconded, and approved (M/S/A), which included the September Board Meeting Minutes, Financial Statements, and Membership Report.

10a Board/Committee Reports:

1. President (Beth)

- Beth announced that CAMFT chapter award nominations are in process, with the deadline being October 30th. This includes nominations for Outstanding Chapter Leaders or the Chapter as a whole for different aspects of management. The winners will be announced at the CAMFT virtual leadership conference in February, which will include workshops and panels on marketing, membership, legal and ethical issues, management, etc. Board members were encouraged to send these nominations to Susan.
- Elections for 2021 Board positions are now available. Board members were encouraged to talk to Beth if they are interested in changing their roles or running for other positions. Board members may also choose to continue in their current roles.
- The BOD meeting time was discussed for 2021. The meeting time will stay the same at this time and will continue to be discussed in upcoming meetings.

2. Membership (Susan)

Susan reported that we have 602 chapter members and continue to be the largest chapter in California. The Board is still looking to increase pre-licensed membership.

3. Financial report/bank account info (Tu)

The Board continues to be in the black, with ~\$50k in total liabilities and equity, which is similar to the last report. Last year we were negative ~\$5k, whereas we are currently positive by ~\$700. This month, we paid \$1k to our administrative assistant and have had some income from Zoom presentations and membership dues.

4. Social Media (Jennifer)

Jennifer reported that there continues to be new page likes and engagement on social media posts, which have included event announcements and mental health resources. LinkedIn continues to be the largest and most consistent platform for engagement, whereas Instagram is the smallest but has a growing following.

5. Pre-licensed Director- Associate (Nalini)

Nalini is working with other Board members in planning a job fair that will likely be in February. She is currently working on researching virtual platforms for this. Nalini indicated that she has already found several agencies who expressed interest in participating. The 5-Minute Corner for pre-licensed members is now up on the website and Nalini is in process of creating video content. Nalini will be meeting with Tanya in upcoming weeks to discuss collaboration and plan content. This will also be promoted by Jennifer on social media.

6. Pre-Licensed Director - Student (Tanya)

Did outreach to pre-licensed group on Facebook to find out about their engagement with their local chapters. Received 5-6 responses from individuals who expressed interest and were curious about the difference between the state and local memberships. These individuals were directed to the website.

7. Member-at-large (Jessica) - Nothing to report

8. Member-at-Large (John) - Nothing to report

9. Program Director (Aliss)

Aliss shared that for today's Minor's Consent training, there are 48 sign ups, including 14 guests. To promote membership, Aliss has included an e-mail message for guests to invite them to become a member and redirecting them to the EB-CAMFT website. Jennifer suggested giving guests the offer of \$10 off the membership fee, which was supported by other Board members. It was also suggested that a website 'pop-up'

occur after someone begins registering for a training as a guest to prompt them to consider membership. Susan will follow up with Sandy and check to see if this is possible via Wild Apricot. After today's training, Aliss will receive a list of attendees, who will then be sent the workshop survey and certificates in the following days. Next week, Aliss will open registration for the final L&E presentation on Child Abuse Reporting which is on November 13th.

11a Old Business

1. Program Planning Committee (Aliss, Susan, Jessica, John) and other members update
 - The Board discussed the challenges of initiating workshop surveys and proctoring post-workshop exams. For live workshops, we will continue sending a Survey Monkey link along with CE certificate for attendees. Given the challenges and time commitment related to these L&E workshops, Beth will contact Michelle Champion and other chapters' leadership to determine how they are adjusting. For recorded workshops, it is required that a post-workshop evaluation be utilized. Aliss will research this and follow-up over the next several days.
 - Beth announced an open event through the SF chapter related to healing racial injustice. This will be cross-promoted to EB-CAMFT members and on social media.
 - Aliss sent a Doodle poll to Board members to arrange a date to discuss 2021 program planning. During this meeting, the programming planning committee will discuss 1) ongoing schedule for committee meetings, 2) frequency of planning (i.e. quarterly), 3) themes and needs for types of programming.
2. Check-in regarding outreach to new members
Beth will send out assignments for new member outreach.
3. Recruitment for Board (President Elect, Hospitality Director, Membership)
This was discussed during Beth's report above.

11:15a New Business

1. Holiday Planning
It was determined that, in lieu of COVID-19, EB-CAMFT will have a short normal BOD meeting in December, and a separate annual holiday meeting and membership event. Board members discussed ideas for holiday festivities during the annual meeting (e.g. Ugly Sweater or hat contest, creative art or audio project).
2. Membership Drive

To initiate the annual membership drive, Susan has obtained a list of CAMFT members in the county. The drive will include an email to all CAMFT members in the East Bay (who are not EB-CAMFT members) inviting them to become chapter members. The membership drive will also include outreach to schools as well as promotion to social media. Tanya also suggested a “welcome package” to new members.

11:35 AM - Meeting Adjourned

No poll conducted due to time constraints.