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**ILLINOIS OCCUPATIONAL THERAPY ASSOCIATION**

**BOARD MEETING AGENDA**

**July 21, 2018 \* 3:00 PM \* Naperville office**

In Attendance: Jim Hill, Lisa Kelsey, Jacob Garrison, Beverly Menninger, Christy Rojas, Janet Adcox, Lisa Mahaffey, Moira Bushnell (via phone)

Absent: Michelle Sheperd

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| **TOPICS** | **DISCUSSION ITEMS** | **Minutes** | **Follow up items** |
| **Meeting Called to order** | Time: 3:03 motion Christy, Janet second |  |  |
| Roll call of members present | * See attendance list above |  |  |
| Reading of minutes of last meeting  Review of proposed agenda | * Motion for approval by: Janet * Seconded by: Jake | . |  |
| Review and acceptance of agenda | * Motion for approval by: * Seconded by: |  |  |
| Officers’ reports | President:   * Strategic plan and goals for this year. Reports for August meeting * Developing committee to follow legislation ( from June meeting) * CEU topics for after Board Meetings ( June Meeting) * Next year schedule – earlier conference * Timeline if we want to change fiscal year to a calendar year * Switching Leadership * Newsletter Coordinator/Editor * Running a Membership Organization & Non-Profit Leadership * Potential doctoral projects for Midwestern students – Policy   President-Elect:   * ILOTA 100 Year Celebration Committee Update   + Large ILOTA   + Fortune Cookies   + Other items from 4Imprint   + Call to action – way for people to get involved in short projects of interest   + Jim’s role at conference * Succession plans ( June Meeting)   Executive Director:   * ILOTA emails   Secretary:   * No report.   Director of Finance:   * Accounting Services * Elections/Recruitment * Scholarship Update * 2018-19 Budget ( Fiscal Year ends Sept 1) * Continuing Education – decisions re. cancellations, host sites, etc. * CE Committee * 2019 Conference Location * Raffle Baskets/Donations   Director of Advocacy:  Director of Membership:   * Welcome letter for new members   + what can you do for your profession, how can a member use ILOTA to give back * Call to new members   Director of Communication:   * Monthly Communication Template to Membership | Reviewed strategic plans. Janet as Director of Finance reported met quite a few objectives. Streamed conference, Leadership CE, Student conclave, Scholarship funded – still have not heard from AOTF. No word if scholarships have been given. AOTF decided on scholarships April or May, may go out in fall. No info on website  **Lisa to contact Mary Lawler**  No evidence-based search on website.  ID two additional member benefits.  Reported a lot of CE stuff not met.  People identified as interested in CE committee – Kim Langley, Laura VanPuymbrouch, Lisa Mahaffey, Janet Adcox – have a list have not followed up. Janet to get email out to people soon. Veronica is CE person. Willing to be on conference call, but not set up yet.  Have a list of items to discuss including online, Medbridge, etc.  Discussed certificates of participation for reviewing proposals.  CEUS for volunteer work – set up event participation.  Secretary – SP objective to create ILOTA database for those that are volunteering using Memberclick. Can imagine a form and then how to track. Like Cool Database for AOTA. Could it be linked from Membership profile. More a pool of what people want to pull from for volunteering. Jim discussed creating a form on- line, propose tasks they want to do. Ask membership what they might be interested in doing. We steer or connect them. What resources do you need, time, others etc.  Leave current question on. Thinking we need open data base. Possible conference registration re.  NO follow up.  Jake can contact new members. May want to feel organization out. Put it on registration, eblast, Facebook, social media. Tell them what ILOTA needs help with.  Forced choice form and suggestions. Ask if willing to give a number of hours for…. Give examples. Would like searchable data base.  Can do search based on completing a form on MemberClicks. **Lisa K. to explore**.  Jim – Self assessment for ILOTA – interests in involvement. Help inform members re. value of membership. Reach out on 3rd month fill out member profile. A way of engagement. Send them back something in their interest area. Lisa – sounds time intensive. New membership in a lull. Will think about it.  There is a volunteer interest section in profile.  Lisa 2 things – every single person that has volunteered for us to fill out the form so we can tap back into them and it doesn’t go away with individuals on the board. Can we do through memberclicks and does it cost? There may be a data base out there. **Jake knows of a tracker program, can check out**. Cool tracker database  Jake – Membership - still getting feet wet. Has student until the 10th. Membership has quite a few objectives. 2.11 didn’t work. On-boarding much more powerful. Jake can call when people become new members. Could create a calling committee, possibly students with a script. Need contact beyond email. **Jake to put script together and send to board**. **3 month follow up email too.**  Discussed booths at health care conferences. Rush Healthcare Conference. UIC does a day Kathy Preissner can be contact for what might be happening. Have a giveaway, talk with students.  Presidents – CE plans. Want to put together an Ethics program. Not just caseload issue. Want to push issue a bit more. Have a couple of options for ethics CE. Ethical dilemmas, social media, CE in Communiqué or online.  Streaming. Need to decide product we can stream. ID a day or create a schedule to decide what rooms we have and can reach out to colleges. Lisa K can present to colleges for them to decide. Could do am workshop, short courses and keynote, could cut out at awards. 9 CEs. Schedule lends to streaming on Friday especially. Good choice of general courses to choose from. Cost – offset cost of streaming.  Hilton under new management since contract signed. Everyone left, hotel filed for bankruptcy and purchased. Complete restructure. Hotel happy with catering for conference, no extra charge for extra room.  Streaming 2 years ago, about $45 for the day. $20 per CE is our cost  Early $50 for member, $75 non member,$25  Regular$ 60, $90, $30  Late reg. $75,$100,$40  Sent bags to remote sites with same stuff as at conference.  Need to OK with speakers to stream. JUST Friday.  Lisa K. reaching out to previous sites for streaming. For those that are far away. S. IL  Strategic plan – Networking activities.  Movie – Downsizing – with Matt Damon as OT.  Working on Emerging Leaders program. Haven’t met in awhile. Met with Melissa T and Abby S. ID’d two to three people can bring in for education program. Plan to provide a CE for everyone on leadership. Next meeting after August meeting.  New work study student next week – put on Advocacy. Pulling together ideas for things to give members about advocacy. How do you….  One student posting on Facebook.  Moira – Doing well on social media. Moira asked if we can get students next year. Lisa can get two next year. Sam still posting, may replace her. New class in fall may have options for students. Talk about how to up this, connect to Communiqué.  Jim discussed idea on social media-show us how we are marking 100 years of ILOTA. Donation of $100. 100”whatever” –self care, photos- personalize the board. Conference is coming up…. Do a few posts about 100 anniversary.  Send photos to Moira re. 100 year.  Starting to get SIS info on website.  Website next piece of puzzle. New website person to help.  Communiqué – want increasing readership and interaction. Not sure where we are with editor.  2 possible candidates for editor, strong candidates. Different candidates with different price tags. Question how to hire this person. Lisa M. spoke to more expensive one. 1 hour talking with her. Can write, solicit, needs a new look, would build membership. Ideas on how to connect on social media, could be shorter. $3000/newsletter including $1200 start up. Looked at website. Quote is like for a firm. Far more than editor. Would redesign Communiqué. Would work with coordinator and committee to do it. Unsure if need graphic designer with her.  Other option. Second candidate does a lot for not-for-profits. Has done editing for publication like this. Just editing. Could ghost writer. $800 per issue or $22 per hour.  Jim- want to integrate with social media, etc. with a huge amount of $. Maybe next step can we interview a few people that won’t cost as much.  1st candidate likes member benefits, highlights, etc. Can make beefy and shorter.  Change formatting for more advertising.  Would it be worth it to take her for a year? Discussed options. What can you offer for $.  A lot of people can’t open Communiqué online and candidate says can change format.  Could person come to meeting toward decision making? Yes. Example of her work  Janet reported ILOTA has $80000 in bank. May consider contract, try for a year. Discuss continuation at end of year. Need to question ownership of any designs created during the year.  Need to redefine the project to revamp Communiqué, not just edit. If just a year, finish with training the next person to manage Communiqué.  **Lisa K to send info re. two people to the Board**. Lisa to ask Mary if she could do a revamp as well and see if she has ideas. One more individual Lisa K knows and did not get any additional info. Yet. Reach out to her again. Set up a time for each to pitch ideas to Board.  Possibly worth investment.  Keep quarterly or shorter and more often.  Question to group about considering any favorite newsletters as examples.  No answer from accounting when emailed. Each month send summary of payroll, receive info Janet passes onto Lisa K to pay.  Worried about quarterly taxes. Not getting service from accounting firm. Firm just to office to care for books. Could hire bookkeeper. Good to get bids from other firms. Not getting responses from accountant.  Need someone who can do our returns and sign them. Need to be a CPA willing to sign on their license our quarterly returns.  Trouble finding someone to take on a little organization, cost was double what we pay now.  Few firms do not-for-profit work, not profitable. Take on if have staff that can do it.  Current firm doing for 20 years. $1100/ quarter.  Lisa K’s husband worked with IPTA . Can contact other CPA/firm to ask what we should expect. Lisa M knows a person that might be willing to do work. Jake knows someone. Very expensive, so worth getting some bids.  Firms quote different rates based on what part of books we can do using a bookkeeper.  Monitor QuickBooks, do taxes, payroll, know tax laws and communicate.501-C-6 organization.  We have a new Newsletter Coordinator. Marlene Vogt. Going to work with Molly to put together the next newsletter. **Asked Lisa K to coordinate meeting with Molly, Marlene, Lisa M, Jim, and to discuss what we want for Editor etc**. Include with possible revamp discussion.  Maybe post looking for Website Coordinator.  Remembering we are a not for profit. Specific mind set. Also a membership organization. Everything we do is to build membership. Built membership by investing in organization. Raised cost, added voucher – membership has grown. Lisa read about running non-profits. Lisa M took a course for nonprofit organizations. Really helpful. Recommended book *The Art of Membership*.  Jim suggested summarizing some key points in the book. Add value, gain members.  Section about different kinds of members worth reading. Member value for each group of members. Need to find value for passive members.  Tried to think about reaching them – online CE. Missing for OTAs, students – have added conclave. How to survey members chapter helpful.  Recommend making decisions about what direction Board will go in. Want new Mission and vision Investments, scholarships,etc.  Jim – Lisa has, what happens when – on the calendar. Could put on a Google Calendar – timeline for different focus and direction and events. Strategic plan, SOPs, etc Lisa’s focus.  Delegate individuals to take on specific tasks.  Potential doctoral projects. Lisa M committed ILOTA to a doctoral student. Midwestern doc students will get out a year from this spring 2020. Next summer have to put together doc projects. 16 week 40 hour a week position. Onsite mentor and student create what their project will look like. Brainstorm ideas of what would fill 16 weeks.  Jim - Next step communicating with schools to see what the doctoral projects will look like. Forum to ask questions about structure, topic area, etc. different organizations could recommend project possibilities.  Maybe we, ILOTA, build resources for the different sites.  Could communicate with sites in the community to have them start to think about possible projects for doctoral programs. 2 Level II FW and then 16 more weeks.  Discussed talking about large ILOTA cut out and having markers available, write hopes for future, memories of past. Popular idea at AOTA.  Photographer available? Never a formal photographer at previous conferences. Maybe offered to student for comped attendance.  Even a few people to take photos with a real camera, get cool shots could comp attendance. Jake suggested he could take photos. Have a few people that could do photos. Need expectations for photos. Lisa K in past created job description, in exchange for cost of conference. Give list of shots wanted. Maybe student rate for photographer.  Students do social media posting. Did well last year.  Write up proposal for photo as well as registration/office worker help. **Lisa K to write up descriptions**  Jim looked at 4 Imprint. Liked Fortune Cookies. Symbolically cool idea. Could spread around. Have USBs and tape measures as giveaways.  Items for sale – last year used leftovers. Shirts like last year, different color. Joanne did design. Contest last year, do again next year. T-shirts sold well. Christy wants to get it on registration form. Or t shirt with a different design. Maybe ILOTA logo with centennial message. Talked 1918-2018, ILOTA on back, small on front or opposite. Spell out ILOTA. Christy mock up and send to printer.  Another item Jim suggested was temporary tattoos with ILOTA logo. Moira suggesting buttons. 250 for $200 for buttons.  Have mugs, tumbler, wine bottle bag. Large bag went well. Gave some tumblers away.  Do we need to sell items? Decided just T shirt and raffle tickets. NO 50/50 this year either.  Keychain a good option ILOTA – Jim suggested good metaphor :opening the door”. Flashlight, carabiner, safety whistle, car magnet. Carabiner keychain chosen. Looked at website key chains. ILOTA as logo.  Clarity about role at conference for Jim. Thur 4:15-5 Welcome and intro .  Preview = Have speakers share, what would this look up. Brief snapshot in whatever form possible. In person preview. Maybe 1 slide per speaker. If don’t show up have slide. Total of 45 minutes. 109 speakers. Question music in background, drinks?  Options with video or PowerPoint slide with music in between. Christy. Question attendance and who would watch.  Thursday or merge into Friday. One presenter cancelled for Friday, One can’t reach. 5 workshops Thurs 3 for sure Friday right now. Have space for all workshops Friday morning. Eliminate preview make welcome and keynote.  Need to contact Thu presenters and get brochure out. CEUs would change 21-18.  So will stay with 3 days. 4 courses Thu 4 courses for Fri. morning.  Christy not getting responses back from people who offered to volunteer.  Thu has been about 100 attending. Some years did not do Thu. Students need to come Friday, hard to do Thu. Jim could do psychological flexibility presentation. (1-4)  Christy reviewed schedule for Thu.  Short highlights of conference on Thu.  Jim introducing Keynote. Get intro from Amy if she has it. Or send a CV or bio. Brochure pulled from AOTA.  **Lisa in contact with Amy’s office. Will get intro info**  7-7:30 Jim presents awards. Sue Quinn organizing. **Jim to contact her**.  7:30- networking Jim present.  Saturday9:45-11:15 intro Plenary. **Christy getting intro from her.**  Luncheon business meeting 1:15-12. Accomplishments to highlight – hold until August. Template, Lisa to send it around. Last two years annual report, each person highlight what each want to call out. Be sure to mention new board members, scholarships, strategic plan. Janet has to do financial report. Gail Fisher will contact us, Brenda Coverman for PAC and AOTAPAC. Asked if they could come and give them a timeframe.  12-1 Centennial Panel.  Centennial Committee did not meet this week due to JCAHO visit at Jim’s work.  Lisa M offered to moderate Centennial Panel.  \_\_\_\_\_  Lisa reminded Quarterly reports for August, Annual Report for September.  \_\_\_\_\_\_\_\_  Lisa K reported Chicago State pays for student registration to conference a year late. Invoiced $10,000 and paid just now. Should we allow doing again. Only school that does it this way. Budget issues? Been this way for years. Not student’s fault. Maybe communicate to someone re. receiving funds within 90 days. Tried before. Decided to let it be.  Moira reported almost finalized research request form. Will send to Board to look at. Davia S. sent to Lisa K from Lisa M. Log in required.  Monthly template that is filled out monthly, specified content, etc. Not articles.  Not discussed during meeting.  Table rest of Director of Finance.  Don’t have credit card yet. Lisa to FU  Need processes  Brief mention of rewording letter to membership.  No report given this meeting. | **See bolded text in Minutes for additional follow up items.**  **Christy to mock up t-shirt send to shirt printer.**  **Lisa K will order 4Imprint** |
| **Committee Reports** | * Conference Update * Costs and Fees * Streaming –Lisa K * Vendors | Discussion re. how to mount photos of founders ( Lisa, Jim and Christy) while reviewing minutes.  Sent cost and fees out. Costs not as much. No Thursday last year, adjusted to include. Only place no profit Early Bird student full registration. Not that big of a loss with gain for all others. Students tend to register just for their day of poster, etc.  Dates for registration.  Brochure online by August 1. Text set for almost all, waiting on 2 people to confirm.  2 letters out for those that would need to make to make changes.  Janet submitted and did not hear anything. Got original thank you, but no confirmation of acceptance. Concern about others we may not have received.  Add to form T-shirt order and volunteer. $15 for T-shirts. Announcement of raffle asking for donations, on social media too. Thank you email for registration asks for donations too. Use last year’s form addition items. Looking for session monitors.  Registrations, bags, raffle booth.  App update. Still in development waiting for Apple license. Building things now. Use during conference.  Using every room available. SIS and Poster dedicated rooms. Selected menu for weekend.  Networking reception. Last year a DJ. This year? Suggest playlist on – agreed on this.  Streaming – picked courses Connecting Dots, Independence in place, Ethics, Through the Eyes.  Marianjoy, Shirley Ryan, OT Vests, Alexian – possible vendor. Need more vendors to fill hall and help with costs.  2 week turn around for brochure. Plan to put online with TBD if needed.  Next year’s conference. Think outgrown Naperville. Tinley and Peoria proposals for venue.  Dates at sites: Peoria – Oct 25,26 Nov 8-9  Tinley- Sept 21-22, 27-28, Oct 4-5  Looking at September 2019  MOHO Conference – Sept27-29  $20000 more to pay for something here vs. south.  Based on vendors and participation – clear win in Chicago. Need data for southern folks re. staying in Chicago area.  Tinley easy access. Peoria was fine.  **Janet to do compare contrast of locations and availability.**  October for Tinley. Maybe Oct 25-6 for Peoria. Check program directors meeting dates. **Lisa to ask Amy L about date for 2019.**  Not at full capacity at Hilton right now, so small growth can do. Accessibility issues for lower level rooms.  Ask for gift cards to donate for raffle baskets. Top baskets last year had gift cards.  Rooms – half price rooms at hotel |  |
| **Meeting adjourned** | * Adjourned: 6:26 PM |  |  |