

Board of Directors Minutes August 14, 2020

Attendees: Ken Briggs, Carlos Chavez, Diane Diamond, Jennifer Lohse, Jessica Dennes, Jill LaBrie, Heidi Gerrish Urbina, Gina Hansen (intermittent attendance), Tori Carlson (in attendance, but on leave of absence)

Absent: Ken Charvoz, Alexei Marquez

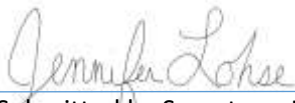
1. The meeting was called to order at 3:05PM.
2. Through general consent Jessica Dennes agreed to facilitate the meeting.
3. Jessica led a check-in activity.
4. Through general consent the board approved the following motions via consent agenda:
 - a. **The Board Meeting minutes from July 10, 2020.**
 - b. **To accept the minutes from the July 24, 2020 Program and Events Meeting.**
 - c. **To accept the minutes from the July 27, 2020 Communications Meeting.**
 - d. **To accept the financials from March, April and May 2020 into the record.**
5. The Membership Committee reported the following:
 - a. Skills survey has 29 participants so far after personalized emails were sent. Next step is for the blog and non-members to get a boost and then to summarize the findings.
 - b. ALIVE has launched a Mentor Program and it is the committee's recommendation to promote this program rather than starting something local at this time given SAVMA limited leadership bandwidth.
 - c. In partnership with the P&E Committee we established a Members only event on 9/3 with Gretchen Gordan called "Be Your Own Best Advocate: Top Ten Ways You Can Advocate for yourself, volunteers and programs"
 - d. We are continuing to work delineating member benefits by category.
6. The Program and Events Committee requested and reported the following:
 - a. After a brief discussion a decision was made with at the recommendation of the Membership Committee to charge \$15 for members and \$65 for non-members for the ALIVE Conference in October. This enables the Communication Committee to move forward.
 - b. Programs have been scheduled through December and the skills survey will be used to guide new programs for 2021.
 - c. United Way of Tucson and Southern Arizona, Southern New Hampshire University, Golden, Green Valley Volunteer Clearing House, and SAVMA will host a fall 2021 Virtual Volunteer Fair the week of October 16, 2020 (it leads up to Days of Caring)!
7. Communications Committee:
 - a. **Through general consent the board approved unanimously the recommended changes by the communications committee to the Communications Charter as presented.**
 - b. A new folder has been added to the Dropbox for posting to Facebook, LinkedIn, the Newsletter and the Blog for Board Members to include requests.
 - c. The communications plan was reviewed and revised for August and – September.
 - d. The CVA Competencies and Proposals section of the website will be reviewed for content.
8. Old Business:
 - a. Gina will draft a letter from as SAVMA Awards leadership to inform former Sponsors of the decision to cancel 2021.

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9. New Business:

- a. The Board confirmed it will continue meeting at 3PM.
- b. Strategic challenge: There have been some challenges with the way individuals and organizations view participation in the organization regarding interpretation about the word “manager vs management” also if either of those words truly incorporate the work of volunteer engagement. Discussion occurred and included several key points and actions:
 - i. If SAVMA were to undertake a name change it would take a period of 18-24 months to fully work through a process, so this would be ideal timing while not conflicting with large events and before continued success of those events.
 - ii. Membership has experienced stagnation at over a 3 year period, and while there are many reasons to explore and analyze participation from individuals and organizations in professional development often mention not being responsible for direct management of volunteers.
 - iii. The Awards were mentioned as an example of the limitation as organizations didn’t feel they fit either the word “management” or “administrator”
 - iv. It was agreed through general consent that Carlos would Chair an exploratory task force with Jill and Jennifer’s assistance to outline a process for next steps and timeline before the September meeting.
 1. Several names and abbreviations were noted:
 - a. Leaders In Volunteer Engagement Southern Arizona (LIVESA)
 - b. Southern Arizona Leaders in Volunteer Engagement (SALVE)
 - c. Volunteer Engagement Leaders in Southern Arizona (VELSA)
 - d. Volunteer Engagement Leaders – AZ- VELA (like candle in Spanish) VELAZ

10. The meeting adjourned 4:34PM



Submitted by Secretary, Jennifer Lohse

Committee for Programs and Events
Friday, JULY 24, 2020 Planning Meeting via Zoom @ 3-5pm
MINUTES



Present: Diane Diamond, Kathy Janssen, Jessica Dennes, Gina Hansen, Heidi Urbina

Absent: Jennifer Lohse

1. Welcome and items of note from agenda:
 - a. Independent Sector, in partnership with Do Good Institute, has just released the new Value of Volunteer Time of **\$27.20** an hour.
2. Through general consent the committee approved the minutes as presented from May 19, 2020.
3. Great evaluations from July 16 - Make Connections Mixer
 - a. Brainstorm Chat follow-up on Virtual Volunteers, Wednesday, August 5 via Zoom @ 1-2pm
4. Program Proposals reviewed
 - a. Blax Friday Project – Ashley La Russa, Roux Events
 - b. Overcoming Rejection: request new title from – Nicole Smith, Nicole R Smith Consulting
 - c. The Future of Volunteering: What Organizations Need to do NOW to Prepare – Sarah Sladek, xyz university
 - d. Advocate for your Volunteers and yourself: confirm title with– Gretchen Jordan, ALIVE
5. Virtual Future Program Schedule
 - a. August 20 - #BlaxFridayProject – Ashley La Russa
 - b. September 17 - Overcoming Rejection NEW TITLE– Nicole Smith
 - c. October 20 – ALIVE Conference
 - d. November AZ Summit – no date nor details available yet
 - e. November 19 - The Future of Volunteering: What Organizations Need to do NOW to Prepare - Sarah Sladek
 - f. December 10 - Annual Meeting -
 - g. January 21, 2021 – considering Volunteer Fair when details confirmed
 - h. February 18 - Advocate for your Volunteers and yourself – Gretchen Jordan, ALIVE
 - i. Back-up -How to Develop a Volunteer Mentorship Program - Gina Hansen
6. Virtual Event Updates
 - a. **SAVMA Fair:** Gina Hansen and Jessica Dennes have outlined program concepts and will meet with Golden, United Way, GV/S Volunteer Clearinghouse on Monday, July 27 to consider co-sponsorship, timing and concept options; will seek Board approval for partnerships
 - b. **October 20, 2020 ALIVE Hybrid:** Kathy Janssen will coordinate the technical and operational details with a small committee; Ken Charvoz and ALIVE; Gina Hansen, Jessica Dennes and Heidi Urbina may host the event with the attendees or will find an emcee.
7. New Business
 - a. Potential new committee members – committee members will request assistance with events

Cathi Starr	catherine.starr@va.gov	Voluntary Service Specialist - Diane Diamond/mentoring
Carrie Dean	carrie.dean@reidparkzoo.org	Volunteer Program Supervisor – Kathy Janssen/ALIVE
Christine jacobson	christine.jacobson@hcr-manorcare.com	Heartland Hospice
Maggie McCann	operationsmanager@tihan.org	Tucson Interfaith HIV/AIDS Network (TIHAN)

Committee for Programs and Events

Friday, JULY 24, 2020 Planning Meeting via Zoom @ 3-5pm

MINUTES



Paula Burrow	pburrow@helptucson.org	Volunteer & Development Coordinator – Volunteer Fair possibility
Rachel Ostmeyer	rostmeyer@girlscoutsoaz.org	Membership Manager – Gina Hansen/Volunteer Fair

- b. **Program Budget Override Request:** Increase Donor, volunteer, and Member Recognition Line item from \$150.00 to \$200.00.
- c. Consider Mentoring new managers as a program of member service (informal chats, mentors, checklist, etc); Diane Diamond will contact Jill LaBrie/ membership committee for concept and coordination; work with small committee to flesh out concept
- d. Program Evaluation review – comment section added
- e. Find out ETA of Skills Survey results from Membership Committee: need for more management skills? identify future program topics
- f. Live stream programs on Facebook? Committee instead suggested that we ask speakers for photos, logos and video clips that could be used to promote their presentation;
- g. **For August Board of Director agenda: Partnership for Volunteer Fair; Budget Override**

2020-21 Programs and Events:

- January 16, 2020: SAVMA Awards and Keynote Workshop
- February 20, 2020: Get to Know Golden, RESCHEDULED/June 18 via Zoom
- March 18, 2020 Volunteer Appreciation and Recognition Best Practices – CANCELLED
- April 16, 2020 Technology for Volunteer Management in the Covid Age via Zoom
 - (31 members/23 non members = 54)
- April 19-25, 2020 National Volunteer Appreciation Week – Facebook campaign
- April 23, 2020 SAVMA Fair at the Reid Park Zoo – CANCELLED
- May 7, 2020 Special Zoom Q&A with Ken Charvoz
 - (5 members/6 non members =11)
- May 21, 2020 Ways to Work More Effectively with Volunteers during COVID and Beyond via Zoom (25 members/20 nonmembers = 45)
- June 18, 2020 Get to Know Golden to get volunteers via Zoom (23 members/8 non members = 31)
- July 16,2020 Make Connections Mixer & Happy Hour via Zoom (20 members/3 non members =23)
- August 5 – Brainstorm Chat on Virtual Volunteers (1-2pm)
- August 20 - #BlaxFridayProject– Ashley La Russa
- September 17 - Overcoming Rejection NEW TITLE– Nicole Smith
- October 20 - ALIVE Hybrid Conference
- November - AZ Summit no date nor details available yet
- November 19 - The Future of Volunteering: What Organizations Need to do NOW to Prepare - Sarah Sladek
- December 10 - Annual Meeting

2021

- January 21. 2021 – considering Volunteer Fair when details confirmed
- February 18 - Advocate for your Volunteers and yourself – Gretchen Jordan, ALIVE

Committee for Communication

July 27, 2020

Committee Members: Jessica Dennes, Heidi Urbina, Alexei Marquez, and Alejandra Ruiz

1. The meeting was called to order at 4:05 p.m.
2. Discussion on...
 - a. Newsletter content was set up for August to promote Brainstorm Chat and BlaxFriday program on 8/20
 - b. Committee reviewed current charter and discussed edits that need to be made. Jessica will create a draft of the new charter to be approved at the next board meeting.
 - c. **Communications Plan**
 - i. Set up August Plan – need facebook content and discussed blog content
 - ii. Monthly Blog post to feature a volunteer manager
 1. Set up Questionnaire for Volunteer Managers to post on the blog each month and highlight in the newsletter
 - a. What is a technique that you use to recruit volunteers that has worked really well for you? (Are you willing to tag these people on facebook?)
 - b. What is something that you learned that has been really helpful in your career?
 - c. What is your strength and what is one key advice that you would give to a volunteer manager?
 - d. Who have been your mentors in this field? Are you able to tag them on social media?
 - e. What do you wish you had known when you started your career?
 - f. How did you get started in this field?
 - g. How do you define a volunteer manager?
 - h. What are some “other duties as assigned” that came with your position?
 - i. What keeps you going?
 - j. Describe a memorable moment with volunteers.
 - d. Organization and Assigning Tasks
 - i. Committee discussed using calendar invites to assign tasks. Calendar event will be created, assigned person will be invited to complete by the deadline.
 - ii. Committee will continue to use Slack to communicate, but email works best to reach all five members.
3. Discussions for the next meeting
 - a. Review draft charter and begin drafting new handbook for communications
 - b. Develop communications plan for September
 - c. Graphic font: Glacial Indifference

Action Items:

- 1) Make Heidi LinkedIn Admin and Alexei FB admin

- 2) Reach out to Zoo Crew Volunteer Coordinator to be featured in September newsletter, retrieve info by August 20th.
- 3) Coordinate with Jennifer about Facebook postings
- 4) Follow up with Diane about getting registration active for events on website

2020 Programs and Events:

- January 16, 2020: SAVMA Awards and Keynote Workshop
- February 20, 2020: Rachel Cheeseman, Get to Know Golden, A Better Volunteer CANCELLED
- March 18, 2020 Volunteer Appreciation and Recognition Best Practices CANCELLED
- April 16, 2020 Technology for Volunteer Management in the COVID Age
- April 19-25, 2020 National Volunteer Appreciation Week
- April 23, 2020 SAVMA Fair at the Reid Park Zoo CANCELLED
- May 21, 2020 Ways to Work More Effectively with Volunteers
- September 17, 2020 How to Develop a Volunteer Mentorship Program
- October 20, 2020 ALIVE Hybrid Conference
- November 2020 AZ Summit or local program
- December 5, 2020 Annual Meeting

Income and Expenses Start Date: 3/19/2020
 Income and Expenses End Date: 4/17/2020

Account	Title	Amount
4000	Direct Contributions	\$ -
4200	Revenue from non-gov't grants	\$ -
4400	Revenue from indirect contributions	\$ -
4500	Government Grants	\$ -
5100	Program Service Fees	\$ -
5200	Membership Dues	\$ -
5210	Individual	\$ -
5220	Organizational	\$ 72.52
5230	Collegiate	\$ -
5240	Supporting	\$ -
5310	Interest Income	\$ -
5800	Special Events Income	\$ (50.00)
	TOTAL INCOME	\$ 22.52

Expenses		
	7500 Fees for Service: (non-employees)	\$ -
	8100 Office Expenses	\$ -
	8120 Printing and Production	\$ -
	8140 Postage and Shipping	\$ -
	8300 Advertising & Promotion	\$ -
	8310 Travel Expenses	\$ -
	8400 Information Technology	\$ -
	8600 Conferences & Meetings	\$ -
	8670 Fees	\$ -
	8700 Special Events	\$ -
	8930 Insurance	\$ -
	8940 Donor, Member and Volunteer Recognition	\$ -
	8950 Miscellaneous	\$ -
	TOTAL EXPENSE	\$ -
	TOTAL NET REVENUE	\$ 22.52

Close Date		
11/20/2019	Checking Account Balance	\$ 20,551.28
12/18/2019	Checking Account Balance	\$ 20,573.80
1/21/2020	Checking Account Balance	\$18,084.31
2/20/2020	Checking Account Balance	\$ 11,756.82
3/18/2020	Checking Account Balance	\$ 21,507.43
4/17/2020	Checking Account Balance	\$ 21,529.95

Income and Expenses Start Date: 2/21/2020
 Income and Expenses End Date: 3/18/2020

Account	Title	Amount
4000	Direct Contributions	\$ -
4200	Revenue from non-gov't grants	\$ -
4400	Revenue from indirect contributions	\$ -
4500	Government Grants	\$ -
5100	Program Service Fees	\$ -
5200	Membership Dues	\$ -
5210	Individual	\$ 43.39
5220	Organizational	\$ -
5230	Collegiate	\$ -
5240	Supporting	\$ 96.80
5310	Interest Income	\$ -
5800	Special Events Income	\$ 4,947.94
TOTAL INCOME		\$ 5,088.13

Expenses		
7500	Fees for Service: (non-employees)	\$ -
8100	Office Expenses	\$ -
8120	Printing and Production	\$ -
8140	Postage and Shipping	\$ -
8300	Advertising & Promotion	\$ -
8310	Travel Expenses	\$ -
8400	Information Technology	\$ (19.00)
8600	Conferences & Meetings	\$ -
8670	Fees	\$ -
8700	Special Events	\$ (1,474.00)
8930	Insurance	\$ -
8940	Donor, Member and Volunteer Recognition	\$ -
8950	Miscellaneous	\$ -
TOTAL EXPENSE		\$ (1,493.00)
TOTAL NET REVENUE		\$ 3,595.13

Close Date		
11/20/2019	Checking Account Balance	\$ 20,551.28
12/18/2019	Checking Account Balance	\$ 24,146.41
1/21/2020	Checking Account Balance	\$18,084.31
2/20/2020	Checking Account Balance	\$ 11,756.82
3/18/2020	Checking Account Balance	\$ 21,507.43

Income and Expenses Start Date: 4/18/2020
 Income and Expenses End Date: 5/19/2020

Account	Title	Amount
4000	Direct Contributions	\$ -
4200	Revenue from non-gov't grants	\$ -
4400	Revenue from indirect contributions	\$ -
4500	Government Grants	\$ -
5100	Program Service Fees	\$ -
5200	Membership Dues	\$ -
5210	Individual	\$ 86.78
5220	Organizational	\$ 72.52
5230	Collegiate	\$ -
5240	Supporting	\$ -
5310	Interest Income	\$ -
5800	Special Events Income	\$ -
	TOTAL INCOME	\$ 159.30

Expenses		
7500	Fees for Service: (non-employees)	\$ -
8100	Office Expenses	\$ -
8120	Printing and Production	\$ -
8140	Postage and Shipping	\$ -
8300	Advertising & Promotion	\$ -
8310	Travel Expenses	\$ -
8400	Information Technology	\$ (38.00)
8530	Membership dues-Org	\$ (175.00)
8600	Conferences & Meetings	\$ -
8670	Fees	\$ (10.00)
8700	Special Events	\$ -
8930	Insurance	\$ -
8940	Donor, Member and Volunteer Recognition	\$ -
8950	Miscellaneous	\$ -
	TOTAL EXPENSE	\$ (223.00)
	TOTAL NET REVENUE	\$ (63.70)

Close Date		
11/20/2019	Checking Account Balance	\$ 20,551.28
12/18/2019	Checking Account Balance	\$ 20,487.58
1/21/2020	Checking Account Balance	\$18,084.31
2/20/2020	Checking Account Balance	\$ 11,756.82
3/18/2020	Checking Account Balance	\$ 21,507.43
4/17/2020	Checking Account Balance	\$ 21,529.95
5/19/2020	Checking Account Balance	\$ 21,466.25



Approved By: Board of Directors	Effective Date: 2/17/2017 8/14/2020
Last Revision Date: 2/17/2017	
Policy Name : (BOD) Communications Committee Charter	

Purpose Statement: Purpose shall be to communicate with SAVMA’s membership and local media through the integration of the organization’s fundraising, marketing, and service delivery activities.

Scope: Appointment to the committee is one year. Committee activity occurs February- January to give the next committee planning time.

Responsibilities:

1. Ensures timely and effective communication to members and non-members of items of interest, including regular monthly meetings, audio conferences, special gatherings and learning opportunities. Communication methods include both print and electronic.
2. Manages, maintains, and promotes social media content including but not limited to Facebook and ~~Twitter, Instagram~~, LinkedIn.
3. Works with the media in collaboration with the Program and Events Committee for promotion of events, feature articles, press releases, etc.
4. Trains and supports official Board designated SAVMA spokesperson(s) as needed.
5. Maintains the integrity and increases the usage of SAVMA brand through brand standards.
6. Coordinates the continuous development of the website.
7. Provides content ideas for association wide communications as needed.
8. Promotes best/promising practices through various media modes.
9. Identifies opportunities for partnership opportunities related to the SAVMA mission.
- ~~4~~10. Works to ensure ~~10-15~~ samples of all items of press, email blasts, and newspaper clippings are included in Communications Chair archives for historical reference.
- ~~10~~11. Recommends communication related policies to the Board for approval.
- ~~11~~12. At completion of term provides adequate transition to new Communications Committee including turning over ~~to committee successors~~ all records and/or property. immediately upon completion of term or resignation prior to completion of term

Policies and Key Documents:

- Templates for letterhead, Powerpoint, Name Tags
- Logos (jpeg, png, eps)
- Photo Release (general and individual) Releases
- Hashtags (Policy and branding)
- Branding Guide
- Talking Points
- Brochure
- Communication & Branding Security Policy

Key Metrics:

- E-mails (open rate, forwards, subscribers, click throughs)
- Social Media metrics (click throughs, engagement, etc.)
- ~~Subscribers~~Subscriber rates to social media
- Social Media Reviews