Attendees: Heidi Gerrish Urbina, Jennifer Lohse, Gina Hansen, Tori Carlson, Jessica Dennes, Alexei Marquez, and Diane Diamond.

Absent: Ken Chavroz, Jill LaBrie, and Ken Briggs

1. The meeting was called to order at 3:00PM by the President, Gina Hansen.
    a. Directors viewed a proposed model for future member program announcements and shared feedback.
    b. Before the meeting directors were introduced to the article, "High Action and High Alignment Assessment Tool" by Victoria Goddard-Truitt and Jolie Pillsbury. An action commitment tool was introduced to help board members track their commitments during meetings and follow up after the meetings.
2. Through general consent the board approved the following motions via consent agenda:
    a. **The Board Meeting minutes from September 11, 2020.**
    b. **To accept the Communications Committee Minutes from September 28, 2020 into the record.**
    c. **To accept the Program and Events Committee Minutes from September 23, 2020 into the record.**
3. President's Report
    a. Gina acknowledged the immediate resignation of Treasurer Carlos Chavez and briefly discussed the process for replacement.
    b. **A motion was made, duly second and passed for Alexei Marquez to serve as Treasurer effective immediately through December 31, 2020.**
    c. A few Directors are having difficulties with the Friday meeting time. **It was agreed to have change the final two meetings to November 12th from 2-3:30PM and December 3rd from 2-3:30PM.**
4. Program and Events Committee
    a. There are 10 individuals registered to date for the ALIVE Conference and 31 are needed to break even. Individual promotion has been referred back to the Program Committee to email members that have attended recent programs and events. It was identified that an email would be sent on 10/12/2020 and that P&E should forward that email with custom messages to the those not currently registered.
    b. The P&E Committee has discussed the potential for SAVMA to offer CVA continuing education credits (per an email with Executive Director, Faiza Venzant on 9/17/20), but desired feedback before developing policies and procedures. Discussion included the desire to offer CE for the CVA only when our programs match CVA competencies. The committee will draft a decision matrix and procedure for offering CVA PDUs.

5. Governance Committee
    a. In preparation for the 2021 board slate development the directors developed a list of ways to supercharge recruitment efforts. **The list is referred to the Governance Committee for follow up.**
    b. The Board reviewed the membership roster and made notes on who they would be willing to contact for leadership recruitment. **The list is referred to Governance Committee to coordinate the effort with support materials for recruitment and to provide a streamlined list of candidates.**
6. Communications Committee requested the following:
    a. A draft of the SAVMA Email Communications policy was presented. Final comments should be sent to committee by November 5th.
    b. A draft of the SAVMA External Communications policy was presented. Final comments should be sent to committee by November 5th.
    c. Directors should look at the November Communications Plan by 10/15/2020 and provide any additional feedback.
7. Name Change Task Force
    a. Jessica will reach out to Ken Godat to discuss the potential for a name change process and his interest in doing this work with SAVMA pro-bono.
8. Old Business:
    a. Gina reported that ASU Lodestar is investigating the potential to assume the Service Enterprise Initiative Hub. It would require SAVMA to promote the effort to nonprofits and members in addition to potentially supplying trainers.
9. New Business:
    a. Gina reported on her engagement with the Catchafire grant including the sign up and training. The Communications Committee will be included on the account. Tori expressed her experience in working with the software and her willingness to help.
10. Action Commitments:
    a. Action commitments will not be included in the minutes unless they directly impact the corporate actions. The form link for tracking work will be included in calendar invites and reminders.
11. The meeting adjourned at 4:38PM

Submitted by Secretary, Jennifer Lohse

Committee for Communication
September 28, 2020

Attendees: Jessica Dennes, Heidi Urbina, Alexei Marquez
Guest: Jennifer Lohse

Minutes
1. The meeting was called to order at 4:15p.m.
2. Discussion on:
   a. Committee reviewed and drafted communications policies drafts to be completed before next board meeting.
   b. Discussed communication issues that need to be addressed whether in policy form or via board/membership orientations. Discussed the need for all communications to promote professionalism of SAVMA.
   c. Discussed social media push to recruit interested board members to SAVMA.
3. Discussions for the next meeting:
   a. Communications policies
   b. Social media campaigns

Meeting adjourned at 5:20pm
Next Meeting: October 26th at 4:30pm

2020 Programs and Events:
- October 20, 2020 ALIVE Hybrid Conference
- November 2020 AZ Summit
- December 5, 2020 Annual Meeting

Present: Diane Diamond, Heidi Urbina, Cathi Starr
Absent: Kathy Janssen, Jessica Dennes, Gina Hansen, Jennifer Lohse

1. Welcomed new member Cathi Starr, Volunteer Service Specialist, VA
2. Reviewed program calendar
3. The AL!VE conference on 10/21 needs 31 members to break even ($450 registration + $10 ad). There are 6 registered members to date. Additional promotion currently planned includes 2 more Facebook posts, a LinkedIn Post and an email blast.
4. **Through general consent it was decided that the SAVMA could offer CVA continuing education credits per an email with Executive Director, Faiza Venzant on 9/17/20 and that a policy and procedure should be discussed with the board.**
5. Reviewed the One-page speaker checklist for virtual programs and will make suggestions/revisions
6. Reviewed the program proposal Don't do bad Zoom Presentations from James Ertel and will look at more of his graphics; may want to add section on programs like Canva. Diane will email the absent committee members for approval.
7. Heidi will complete a program proposal on Fast Pitch.

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 (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 (11)
- May 21, 2020 Ways to Work More Effectively with Volunteers during COVID and Beyond via Zoom (45)
- June 18, 2020 Get to Know Golden to get volunteers via Zoom (31)
- July 16,2020 Make Connections Mixer & Happy Hour via Zoom (23)
- August 5 – Brainstorm Chat on Virtual Volunteers (1-2pm) (13)
- August 20 - #BlaxFridayProject– Ashley La Russa (33)
- September 3 - Members only: Be Your Own Best Advocate: Top Ten Ways You Can Advocate for yourself, volunteers and programs (17)
- September 17 – Resilience - A Vital Tool for Leaders of Volunteers – Nicole Smith, Nicole R Smith Consulting (49)
- October 20 - ALIVE Hybrid Conference: Managing Risk – Balancing Aversion & Innovation
- October 21 – Southern Arizona Virtual Volunteer Fair
- November 19 - The Future of Volunteering: What Organizations Need to do NOW to Prepare - Sarah Sladek
- December 10 - Annual Meeting
2021
- January 21. 2021 –
- February 18 –

Communications Policies and Practices DRAFT

Policy Overview

The objectives of this policy are to:

1) Establish basic guidelines for consistent, on-going, and effective communication with all external stakeholders
2) To identify individuals who are authorized to speak on behalf of SAVMA
3) To set forth guidelines on what may be discussed with external parties
4) To outline uses of SAVMA's social media accounts

Audience – External parties

Board Members, supporters, sponsors, partners, media personnel, and other stakeholders in the association.

Type

Blog posts, Email, brochures, newsletters, posters, advertisements, multimedia marketing

Who does this policy apply to?

This policy applies to all SAVMA Board Members, Committee Members, and General Membership

Communications Policies and Practices

1) **External Communication Modes**
   All communication to external audiences should maintain SAVMA branding and be written in a professional manner with proper punctuation and grammar.
   a. *Blog posts*
      i. Blog posts can be submitted by board members and general members. General members may submit one blog post a month to share information that will aid in the professional development of volunteer managers.
   b. *Emails from SAVMATucson@gmail.com*
      i. Should **always** carry a signature in this format,
         - Sender's Name
         - SAVMA Role
         - SAVMA (Year)
         - A sentence explaining
      ii. Should be carefully proofread before sending
      iii. Should carry a relevant subject heading
      iv. If one person has begun a conversation with an external party, that person should be the one to follow up and respond to emails.

     v.   SAVMA Secretary will notify responsible party if a response or follow-up is needed to an email

     vi. Email templates will be provided in the Gmail account when necessary.

c. *Emails from Mailchimp including newsletters and special announcements*
   i. Should be relevant and sent with discretion.
   ii. We do not send more than three emails to our mailing list each month.
   iii. Should be monitored for open rate and subscription rates. If open and subscription rates fall, the Communications Committee should assess different areas that need attention and changing.
   iv. See____ document for information about Mailchimp processes.

d. *Posters and advertisements*
   i. All posters and advertisements created to promote, and event should be approved by the program subcommittee for that event.
   ii. Advertisements promoting SAVMA to be used in printed media or public websites should be approved by the SAVMA Communications Chair.

e. *Multimedia Marketing*
   i. Only authorized spokespersons can appear on radio, television, electronic or printed marketing publications.
   ii. The Communications Committee, working with the program and events committee and any event subcommittee will work with the spokesperson before any interview to practice and clarify messaging.

f. *Photos and graphics*
   i. Whenever possible, Alt text should be provided for all photos in social media, newsletters, and the website to allow for accessibility.
   ii. Photos of individuals can be used with express permission from that individual. A media release is required if a photo of an individual will be used for promotional items.
   iii. Photos of the public taken at public events can be used for promotional items without a media release, however SAVMA should be mindful of posting photos of children.

2) Authorized Spokespersons

The Communications Committee will suggest a list of names to the Board of Directors who will then approve them. The following are approved speakers for SAVMA:

- Board President
- SAVMA Communications Committee Chair
- SAVMA Special Events Subcommittee Chairs (SAVMA Awards, SAVMA Fair, SAVMA Conference, etc.) as appointed by the Program and Events Committee and selected and confirmed by the Board
- SAVMA Program and Events Chair (responsible only for external communication with monthly speakers)

3) Communicating for SAVMA business on personal accounts

a. When a person is involved with more than one role, they should be clear to communicate these roles with a phrase like: "I am emailing you on behalf of SAVMA and as the chair for the Hispanic Alumni Association…" or disclose that information in their signature.

b. Any individual sending an email for SAVMA business should always CC SAVMATucson@gmail.com.

4) Responding to questions from the Media
If a SAVMA member or Board member receives a question from the media, they should direct the question to on of the approved SAVMA spokespeople.

5) Access and Privacy
a. Passwords to communication applications such as Gmail, MailChimp, and social media will only be shared with relevant committee members and SAVMA Officers.
b. Only the secretary should receive SAVMA emails to external devices such as a cell phone.
c. SAVMATucson@gmail.com should not be used to send communication for personal use.

6) Social Media
a. SAVMA posts should be posted from either a 3rd person point of view or from the "we" standpoint.
b. SAVMA social media pages (Facebook, Instagram, Twitter, etc.) shall be used for the following reasons:
  i. Promotion of SAVMA related events, meetings, conferences, cross promotion events.
  ii. Promotion of/ Celebration of SAVMA members (former and current)
  iii. Promotion of volunteer related material/research (local, nationwide, or global)
  iv. Celebration of Tucson and Southern Arizona related community events that are Connected to volunteer services.
  v. Messaging to further professionalize the role of a volunteer manager
c. Accessing SAVMA Social Media Accounts:
  i. Communications Chair/Committee
  ii. President
  iii. Designated E-board members
d. Transitions
  i. Transitions of social media should be connected to SAVMA Gmail account.
  ii. Transition of social media should be outlined in the communications handbook including but not limited to log in name, passwords, back up emails, security questions.
e. Reposting and Sharing Content
  i. Reposts/shared posts are permitted with the connection to SAVMA's mission/business purpose.
  ii. SAVMA related description for reposts/resharing is highly encouraged to help SAVMA members/followers understand.
f. Picture descriptions (like other communication outlines) are highly encouraged for Universal Design purposes.
g. Posts should try to direct links to the SAVMA website and SAVMA email for more information.

h. SAVMA Profile:
- i. Include up to date communication information, email, website, mailbox.
- ii. Include SAVMA branding as profile picture/background.
- iii. Meeting information (as a link to website)

i. Endorsements
- i. SAVMA social media should never endorse a political candidate or party.

SAVMA Email Communications

Email communications are a key component of SAVMA's internal communication system. Email schedule typically consists of a monthly newsletter sent the first week of the month and a meeting reminder on the Monday of the general meeting (3rd Thursday of the month).

SAVMA's primary communication with all members (past, present, and prospective) is through MailChimp. MailChimp is connected with the MembershipWorks database, and automatically imports new email addresses to the mailing list.

Monthly newsletter is sent to all subscribers on the master email list in MailChimp, and includes:

- That month's presentation, speaker bio, and registration link
- Pertinent announcements from AL!VE and other partner organizations
- Member surveys (as necessary)
- Information about program proposals (at least once per quarter)
- Sponsor recognition
- Featured "Ask A Volunteer Manager"

Reminder email is sent to "current active members" tag in the master email list in MailChimp, and includes:

- Reminder about the month's presentation, speaker bio, and registration link
- Current announcements for SAVMA members

Additional topical emails may be sent throughout the month, at a maximum of one email per week.

Branding:

- Figure out the type-faces that we're going to use
- Ensure that SAVMA logo remains in the top banner of the email
- Use the same colors for buttons and dividers, cohesive styles for text across all sections of the email
-

Additional Notes:

- Each month, the person writing the newsletter needs to see which email addresses have been added to the MailChimp database and tag those email addresses as "current active members."
- Subject line should be short with a maximum of 1 exclamation point
- Limit exclamation points throughout email content
- Use alt text for every image in email newsletters