



GLCSOPHE Executive Board Meeting Minutes

August 8, 2018

12:00 – 1:30 PM

Conference Line: (641) 715-0727 602 840#

I. Call to Order- Meeting called to order by Katie J @ 12:03

Members Present- Katie J, Bree B, Lauren C, Katie M, Jack W, Chelsea L, Megan P, Ashley M

Members Absent- Alyson H, Ranelle B,

II. Officer Reports

a. Secretary

Czarnowczan

i. Motion to approve July meeting minutes:

1. Lauren C motioned to approve
2. Ashley seconded to approve
3. All in favor, motion unanimously passed

a. *July meeting minutes approved without revisions.*

4. **Action item:** Lauren C to send Lindsey July meeting minutes to upload to website

b. Treasure

Page

i. Budget as of August 6, 2018?

1. **Checking:** \$11,075.75
2. **CD:** \$5,163.08
3. **Paypal:** \$813.86

a. Payments coming in: conference registration, sponsorships, and exhibitors

b. Payments going out: CHES credits

c. President Elect

Brew

i. Not on call.

d. Co-VP

Bode/Lantto

i. Fall Conference Updates:

1. We are on track
2. Working on CHES credits application. Hoping to have ready to go by tomorrow (August 9) to submit by Friday (8/10) or Monday (8/13)
 - a. Waiting for one last keynote biography's to be sent, have someone proof read, and send off
3. Ask for people to support the conference through sponsorships – businesses, organization, having their banner represented.
 - a. We have 3 sponsors, but we usually have 5-7.
4. Student scholarships are available.
5. Discuss about silent auction table and items:
 - a. Silent auction items needed

- b. Make sure that the table is where everyone can see it and walk past it multiple times, or change it to be a raffle ticket type activity
- c. Advertise A LOT that it is for student scholarships
- d. E-board members are usually asked to donate items or to support student scholarship in some capacity
- e. Make sure we are really advertising what is going on, what is upcoming for the conference, student scholarships, etc. to get people excited and jazzed up for the conference long in advance.

e. National Delegate

K. Miller

- i. Katie will be submitting National Appreciation Chapter Survey on August 13, so please get responses in!
- ii. National SOPHE added our conference to their website calendar.
- iii. O-SOPHE Updates on Membership:
 - 1. They offer quarterly meetings where CHES credits are available. They also have incentives that if someone brings someone new to the meetings/conferences they can win a gift card or some type of prize.
 - a. **Brainstorm:** Have an option where new members can indicate if they were referred by a current GLC-SOPHE member
 - 2. They sent out letters to state HD, universities, Health Commissioners and national members to promote their organization
 - a. **Brainstorm:** Use some of our GLC-SOPHE budget to send out more letters to those listed above in Michigan
 - 3. They shared great resources – benefits of memberships document, brochure, etc.
 - 4. They would host a table of refreshments at CHES exam, but NCEHC is now moving to more online exams – might not work as well now.
- iv. National Health Education Week: October 15 – 19, 2018
 - 1. Tool Kit posted on national's website to use that week for our social media.
- v. National Call: Shared some resources regarding the chapter tool kit that SOPHE is creating.
- vi. **Membership brainstorming:** Regional or district socials/meet ups in the MI for members at restaurants
 - 1. Start in the next year
 - 2. Idea: Holiday party? Each region coordinates something
 - 3. Discuss member benefits and recruitment
 - 4. If any e-board members are interested in helping coordinate a meet up, then connect with Katie M
- vii. Facebook posts targeting students and public health programs
 - 1. Using boosted Facebook ads and budget to do so
- viii. Share other sample items that OSOPHE has shared

f. Members at Large

Wong/Mascagni

- i. Newsletter needs to go out this month – just need to put the pieces all together.

1. Things that will be included: GLC-SOPHE Conference, Silent Auction items, Nominations/elections, student competition, national SOPHE conference 2019, info on advocacy blog, needing more national delegates.
2. **Action item:** Katie J to update nomination forms and to connect with Ranelle on timeframe and what is expected
3. Need discussion on Committee Chairs – who is continuing or who will take over?

g. Student Representative

Hill

i. Community Service Project:

1. Resent Lauren C a follow up email to send out – **action item:** Lauren C to resend this email to all contacts including the university contacts again (making sure it specifies it's for students)
2. **Action item:** Jack to post flyer on Facebook

h. President

Jourdan

i. Membership Report as of August 6, 2018

1. 88 members (compared to 107 in September 2017 – no August data)
2. 6 unpaid, 31 new members, 61 regular members, 23 student members, 2 emeritus members, *5 national members – need 10 by September***

ii. **Action item:** Katie J to chat with Lauren B on the idea of having members submit payment first before receiving application

iii. National members – needing 5 more by September 15 to remain in good standing

1. **Brainstorming**

- a. Send email blasts to organizational or institutional members to see if they have the budget for these fees
- b. Send email blast to see who can afford this membership right now
- c. Contact anyone who graduated within last 2 years?

III. Committee Reports

a. Advocacy

Cornwell

i. Jack was approached by a professor at U of M, Ella?

1. She has two classes for graduate and undergrad classes and is looking for different groups, agencies, organizations that students can submit real world writing to
2. Potential opportunity to have these students write/submit pieces for our advocacy blog?
3. This would allow more promotion with students in public health and that connection
4. Ideas on what topics could be covered: elections, advocacy, etc.
5. Good to move forward – continued advocacy!

ii. Jodi sent National Famers' Market Week Information

1. Social justice and food equity topics – sending more info to advocacy committee

- iii. Mary plans to send out a letter to committee to see who a member is still and wants to participate on this committee
 - iv. Public land advocacy – certain states are trying to privatize parks, which can be very detrimental to public health. Possibility to collaborate with those states to create some type of webinar or series to have education/advocacy around that.
- b. Historian **Chanter**
 - i. No report.
- c. Continue Education **Fockler**
 - i. Working on 3 CHES offerings – Keys to Addiction, GLC SOPHE, and MALPH Conference

IV. Old Business

Jourdan

- a. Update: Google Ad Words Grant – GLCSOPHE Ads
 - i. Was shut down due to generic keywords (e.g. “spermicide”) – had to submit a request to Google to change this. Now the account is back up – 5 ad words specifically for advocacy page.
 - 1. **Action item:** Katie J will update us in September for how this is performing
- b. **Brainstorm:** Membership – 10 National Members by September 15
 - i. **Action item:** Katie M will follow up with National SOPHE members – will first send names to e-board to do a personal ask; follow up with National about doing cross-promotion for membership.
 - ii. Need wording for FB post about cost/discount for National members (for existing GLC SOPHE members) and vice versa.
 - 1. **Action item:** Katie J will follow up on this process
 - iii. Chelsea noted that we don’t police the breakout session choices for the conference (regarding multiyear membership suggestions)
- c. **Brainstorm:** National – Final answers for Chapter Appreciation Survey
 - i. Eboard: get final answers in to Katie M, Katie M will submit responses on 8/13.
 - ii. Each year, we’re required to submit the annual report to National SOPHE.
 - 1. Due December 14
 - 2. Katie J will create Google Doc to add to this
 - 3. Discuss more in September call
- d. Vote: Budget – Send someone to National Advocacy Summit
 - i. Use some dollars left over from travel budget to send or support sending someone to the National Advocacy Summit in Washington DC in October. Send Mary since she is Advocacy Chair.
 - ii. October 13 – 15; Cost: \$305 for professionals – registration
 - iii. Need to be a national member to register – **action item:** Katie M to investigate this more
- e. Vote: Budget – OSOPHE – cohosted event
 - i. It will cost OSOPHE \$239.27 to bring Angela to speak on September 14th.
 - 1. They are asking we pay a small portion of this. We do not have the exact amount. Will vote via email at a later date.

- ii. GLC SOPHE members invited to attend in Columbus or to participate via webinar option.
- iii. We're working with MPHTC to offer CHES credits for the webinar portion.
- iv. **Action item:** Megan to create new budget of what this would look like with these funds (advocacy conference, OSOPHE collaboration) being taken out/moved around in budget
 - 1. Then create a budget amendment and vote

V. New Business

Jourdan

- a. Member Requests:
 - i. Discuss - Multiyear membership (institutional and personal)
 - 1. Lauren B sent ideas – open for discussion:
 - a. Questions: does this make sense as a cash flow (revenue/expenses year by year)? **Action item** – Bree will send this Megan to follow up
 - b. Are the student rates for the full schooling time, or each year?
 - 2. **Action item:** Katie M will follow up with National to see if there is an option to work with them for a multi-year membership options.
 - 3. Vote held – **action item:** Katie J will email Lauren B and Megan to come up with proposal/outlook for revenue. Will hopefully have a proposal ready before end of the year to make this an option.
 - ii. Discuss - Advocacy for our profession
 - 1. Not enough people on the calls to get a subcommittee going
 - iii. Discuss - CHES offered at conferences where MCBAP/SW/CME credits offered
 - 1. 1 new conference request (Keys to Addiction)
 - iv. Discuss - University Contact List
 - 1. This should be set and has been used

VI. Strategic Plan (2015 – 2019) Action Items – Google Doc

- a. If you've worked on anything, please add a comment to the Google Doc so Katie J can update this. Bree, Megan, Lauren C are working on ideas for coffee hours topics.
- b. **E-board action item:** send contact info if you have any leads for people to speak on a local or national topic/issue
- c. **Action item:** Katie M will send out the NHEW Toolkit to share via FB for October 15 – 19 posts.

VII. Website Requests

- a. Award nominations – Katie J will submit

VIII. Outstanding Items

- a. None

Meeting adjourn: Meeting adjourned at @ 1:25pm

Motion to end: Katie M

Second: Bree