

EAST BAY CAMFT 2020

BOARD OF DIRECTORS MEETING

Zoom Meeting

Friday, July 17, 2020 9:30 – 11:30 am

Meeting Minutes

9:40 AM - Meeting called to order

Welcome and check-in

Board Members in Attendance via Zoom: Beth Hermosillo, Susan Kelsey Weissenborn, Aliss Wang, John Kravitz, Jennifer Brookman, Nalini Calamur (arrived at 10:10a)

Regrets: Nanci Finley, Tu Hoang (planned absence)

Notes: Jennifer Brookman

9:45 AM - Approve Consent Agenda

June Board Meeting Minutes were M/S/A. Financial and Membership Reports were removed from Consent Agenda for further discussion later in the meeting.

9:50 AM - Board/Committee Reports:

1. President (Beth)

Beth expressed congratulations and gratitude for the Board's participation in creating a Racial Injustice Solidarity Statement as well as rolling out our first two online trainings in the last month.

2. Membership and Admin Report (Susan)

- Susan presented the Membership Report. As of the June BOD meeting, EB-CAMFT had 684 members and is now at 584. The 64 people who lost membership status were not members of CAMFT (only EB-CAMFT) and chose not to become full CAMFT members after a yearlong grace period. All EB-CAMFT members are now also CAMFT members, making our membership in alignment with the CAMFT bylaws which state that all chapter members to be members of CAMFT. Although some individuals expressed frustration with this on the e-Tree and backchannel e-mails, the overwhelming majority were in support of this decision. Despite this change, EB-CAMFT remains the largest chapter in the state of CA. Susan indicated that the ongoing goal is to reach out to Pre-Licensed individuals to become members. The Board discussed ideas to support this goal, including outreach to local universities, teachers, and supervisors as well as promotion of the 3000 Hour Club.
- Susan also presented the Admin Report for EB-CAMFT's Admin Assistant (Sandy), which is the chapter's primary expenditure each month. Susan reported benefits of this service, including that Sandy is a valid 1099 Bookkeeper and works with other CAMFT chapters. Her admin work occupies about 10-20 hours per week. Susan suggested implementing an annual review for this position, which will be discussed further as

Sandy's annual employment date approaches. Sandy will also be implementing a waiting period after someone applies for EB-CAMFT membership to ensure they are also primary CAMFT member.

- June Membership and Admin Reports were M/S/A.

3. Financial report/bank account info (Susan)

Susan presented the Financial Report in Tu's absence. Susan reported that EB-CAMFT's assets include cash only (no loans, no owned property/equipment). We have almost \$51k in cash with 0 debt, so we have a net worth of approximately \$51k. Susan reported that income - which primarily comes from membership dues - is down quite a bit (~21%) from last year. The free year of membership we gave (see Membership Report section) accounts for approximately \$4k lost. We are also down in workshop fees due to COVID-19. Each year, we have budgeted for the EB-CAMFT BOD to attend the Annual CAMFT Leadership Conference, so we will need to continue thinking about saving/budgeting for this. Overall, we are about even compared to last year. June Financial Reports were M/S/A.

4. Social Media (Jennifer)

Jennifer reported that EB-CAMFT is now active on social media with posts about 1x/wk on Twitter, Facebook, and LinkedIn. Posts have included information about Minority Mental Health Awareness Month, the EB-CAMFT's Racial Injustice Solidarity Statement, and registration for EB-CAMFT-sponsored trainings. According to site analytics, there has been a significant increase in social media page likes, post engagements, and page views since last month. An ongoing goal is to increase Instagram presence, which currently has no posts or followers. Per the suggestion of Board Members, Jennifer will send an e-mail to the e-Tree with social media links and invite members to participate. Jennifer reported some individuals who have sent private messages requesting promotion of their projects. The Board discussed whether this was an appropriate use of EB-CAMFT social media, and it was agreed that these individuals should be redirected to make posts for themselves on the Facebook group or via the e-Tree. Board Members were also encouraged to send any content they feel is appropriate to be posted on social media.

5. Pre-Licensed Director (Nalini)

Nalini reported that she plans to connect with John and Susan to discuss future directions for the 3000 Hour Club within the next week. The Board also discussed putting focus on recruiting pre-licensed members. Nalini will reach out to her professors and other faculty members to facilitate this. Nalini indicated that an ongoing goal of her position and the 3000 Hour Club will be to discover and fill knowledge gaps for pre-licensed individuals, and offer support around these gaps with trainings, mentorship, etc. Jessica reported she runs a process group for pre-licensed therapists, and will also connect with Nalini about her insights as to the unique needs of these individuals.

6. Member-at-Large (Jessica)

Nothing to report.

7. Member-at-Large (John)

Nothing to report.

8. Program Director (Aliss)

- Aliss reported that she has received positive feedback about EB-CAMFT-sponsored Loneliness presentation by Ronald Mah that occurred on 6/27. Aliss presented the shared Potential Trainings Spreadsheet which includes ideas of training topics, available/known presenters, and credentials of presenters. Aliss invited Board Members to make edits/additions for potential training events going forward. The next CAMFT L&E training is in September. During the next Program Committee meeting, the committee will discuss possibilities for presenting an online training in August. Jennifer will send recent workshop Survey Monkey results to the Board, which includes attendee responses about requested future programming.
- The CAMFT L&E training was also presented on 7/10 and was well-attended. Susan reported that the L&E series requires a significant amount of administrative support to ensure that registration, CEs, and surveys are managed and tracked appropriately. Given that we now have more understanding of what is needed, the goal will be to troubleshoot and streamline administrative/support roles in the future. Aliss will also discuss this with Michelle Champion and/or Beth to discuss ways to simplify and streamline this process. The Board also discussed and agreed that CE certificates should be sent to attendees even if they have not completed the survey. Surveys will be encouraged but not required (similar to how this occurs in an in-person training).

11:05 AM - Old Business:

1. Review past month activities: Chapter solidarity statement, Loneliness training, L&E training.

The EB-CAMFT Board released their Racial Injustice Solidarity Statement earlier this month and this was cross-posted to Social Media. Recent and possible upcoming trainings were discussed during the Program Director Report.

2. Program Planning Committee (Aliss, Susan, Jessica, John) and other members

a. Program Planning for upcoming Webinar virtual events and trainings

Aliss reported that a Program Planning Committee meeting will be scheduled via Doodle poll. During this meeting, committee members will discuss programming for August.

b. Delegation of tasks for upcoming L&E trainings on 9/25, 10/9, and 11/13

Aliss reported that task delegation will occur during the upcoming Planning Committee meeting.

3. Recruitment for Board (Openings: Hospitality Director, pre-licensed Associate, Student, Membership)

Beth reported that a Hospitality Director is not needed at this time due to not having in-person trainings. Recruitment continues for other positions.

11:00 AM - New Business:

1. Mentor Program Chair recruitment

Beth explained this role and Nalini agreed to take this on as adjunct to her Pre-Licensed Director responsibilities. Nalini suggested linking BIPOC mentors with BIPOC mentees. Susan will contact people who have sent messages requesting information about this program.

2. President-Elect

Beth reported that she is currently 7 months in as Board President, and that there is now an opportunity for others to step into the role of President-Elect. Beth provided information about the responsibilities of this role and encouraged Board Members to contact her for more information about the job requirements or to submit their interest.

3. Agenda Items for Next Meeting:

- Website improvement (e.g. Solidarity Statement is showing up beneath trainings).
- How to best utilize and promote the Resources to Combat Racial Injustice living Google spreadsheet (e.g. adding to the website, posting again on e-Tree and Social Media).

11:25 AM - Poll

Not completed due to time constraints.

11:30 AM - Adjourn