

NASW Board of Directors Meeting
May 15th, 2010

Attending:

Valenka Langlois, Jonathan Dahl, Nancy Wilms, Larry Betcher, Sara Westerfeld, Lisa Bates, Victoria Bones, Raina Banu-Clayton, Amy Reynolds, JoElla Anglin (arrived late); Stacey Skala Orr (staff)

Excused Absences:

Barbara Kollmar, Dawn Williamson, Carolyn Mounts, Aimee Coughlin

Consent Agenda:

Contents: February 27th, 2010 Board Minutes, Quarterly Board Reports

Action: Victoria moved, Sara seconded consent agenda, motion passed unanimously

Finance Report:

Audit

The Finance Committee recommends that we seek a two-year bid from Richard Winkel, CPA, who conducted the FY 2008-2009 audit. After two years, we are required to send out a full request for multiple bids.

*FY 2010-2011 Budget**

Stacey presented two drafts of a budget to the Finance Committee, a balanced and deficit/growth budget. The Finance Committee is recommending that the Board pass the deficit budget, which contains targeted areas for growth (Strategies 360 Contract, MAP Communications Contract, Social Work Reinvestment Initiative). Given the amount we have in cash/reserves, the Board feels that approving contracts/projects such as these to help grow the organization is a responsible use of reserves.

Stacey presented additional information and reported that it was difficult to balance the budget (taking out the growth variables resulting in a planned deficit) and offered several strategies for the Board to consider. Given our current staffing structure, it would be difficult to expect increased revenue as we may have reached our threshold. In addition, the salary of the new Executive Director has been increased. In addition to revenue strategies, which will be presented as part of the outgoing ED report, cost cutting options include changing our personnel policy so that employees may have to pay a percentage of their health premiums (savings of approximately \$4,000 a year). In addition, we could shift the newsletter design internally by using professional PDF templates (savings of approximately \$3,500 a year), however this depends on the skill set of staff. There are other options, such as lowering our monthly DSL/phone bill, and continuing to use electronic delivery systems in various ways.

Action: Joella moved to pass the FY 2010-2011 budget; Nancy seconded. Motion passed unanimously.

President's Report:

Volunteer Conduct Issue - Follow Up From February Board Meeting

Lisa spoke with the volunteer in question to review the Board's concerns regarding conduct issues. The volunteer was receptive, did not realize that conduct was inappropriate. Lisa did emphasize that the conduct was inappropriate, and that should it continue the Board may take further action.

Mental Health Network

The Executive Committee met in April and authorized the Mental Health Network as an affiliated volunteer group. Casadi Marino and Susan Pease Bennett are the designated Co-Chairs. It was noted that the group is restricted to doing any kind of media outreach without the involvement and approval of the Executive Director and Board President. Lisa Bates agreed to attend the Network meetings.

Board of Licensed Social Workers – SB 177 Implementation Community Forums

Larry's employer hosted the Portland forum, and 60-70 people turned out. Generally, the discussion and crowd was favorable, though a few spoke up against regulation. Nancy is attending the Rules Advisory Committee meeting on June 19th.

PSU School of Social Work Faculty Appreciation Event – April 2010

Although the turnout was small, those who attended were very supportive. The focus of the discussion was on how NASW can better support and engage in outreach to social work students. Larry recommends that the Chapter consider an annual event like this to continue building relationships with faculty.

PSU SSW Cultural Competency & Diversity Council (CCDC)

A non-member PSU SSW student contacted Stacey, asking for assistance in identifying a field instructor with expertise in anti-oppressive practice. Stacey sent out an inquiry to board members, but could not think of a member of NASW that met the student's specific/desired qualities. Stacey offered several recommendations and did not hear back from the student; months later the student complained about Stacey and NASW in a CCDC meeting which were noted in minutes and circulated to a listserv; the comments about NASW felt slanderous and hugely inaccurate. Larry attended their next meeting and requested to be on the agenda about the matter.

Chapter Elections Update

A slate of candidates was approved by the Executive Committee, with most positions double-slotted and only one vacancy (Region V Representative). Elections are currently open via the website and an email blast. In addition, a postcard was sent to all members. Elections close on May 31st. Lisa will pursue possible appointments to fill the vacancy in Region V.

National Elections

Due to voting problems in Guam, additional time was given to participate in the national elections. Results should be forthcoming by the end of the month. Larry is running for Region XII on the national board.

Social Work Congress

Stacey and Larry did visits on the Hill to lobby on SWRA and met with Sen. Wyden, Merkley, and Reps. Shrader, Wu. Larry read the ten imperatives adopted at Social Work Congress. During Congress, Larry reports that the best parts were the goal/priority exercises on the topic of The Business of Social Work. Larry and Stacey attended the Annual Leadership Meeting and found the breakout session on legacy/succession planning to be very timely and helpful.

*Oregon/Washington Bylaw Amendment Proposal**

Stacey circulated a joint bylaw amendment proposal (Oregon and Washington) to amend the language that currently specifies the number of Chapters. This is necessary for a regional alliance/structure. The national bylaws task force must review and approve the proposal prior to it being presented to the national board for vote; following a comment period. The entire process takes a fiscal year.

Action: Sara moved to approve the proposal as worded; JoElla seconded. Motion passed unanimously.

The Board of Directors entered Executive Session for approximately 30 minutes; Larry and Lisa provided an update on the search process and approved an outgoing bonus for Stacey in lieu of a gift/party.

Guest Speaker: Bridget Brooks, MSW
Topic: Microfinance summit in Africa

Executive Director Report:

Membership Report

Membership report overall membership roughly the same. However an increasing number of reduced members might end up with a lower check in June.

2009-2010 MSW Intern Projects

In addition to SWR, Susanna completed two secondary projects. A Speakers Bureau program was designed (the core components), will need to be promoted to members and schools as next steps but the information is now on our website. The initial phase of the program would target high schools and offer NASW speakers to talk about the social work profession and share their personal story – an evaluation by the school would help control for anyone who is not appropriate for public speaking, as we don't yet have the capacity for screening/training volunteers prior. Future phases of the program could include providing trainings for members, offering speakers to public and professional audiences (not CEU events) on various practice area topics, and well as creating a media expert database.

In addition, Susanna completed a proposal for a NASW Newer Professionals Initiative that she plans to present at the July board meeting. This began a survey with a good response rate; the results indicated a need for such a program, time was listed as the biggest barrier to accessing such services. Survey respondents indicated that they felt supported by colleagues/supervisors, but not so much by their professional association or school/alumni program.

Social Work Reinvestment (SWR) Update

SWR held a planning retreat in April; highlights/accomplishments from this year were summarized in the retreat notes. The key accomplishments included a second annual *Future of Social Work* event that was well attended, outreach to high school career centers, and a revitalized PR & Marketing Committee to oversee a targeted media campaign/project. In addition, Don Schweitzer and a team of doctoral students have continued an analysis of the 2008 workforce survey and submitted a paper for publication. The SWR Taskforce will focus on workforce-related goals next year, consider a website, and write a proposal for funding. The vision of SWR is to become its own 501(c)3 collaborative entity, The Oregon Center for Social Work.

Legislative Updates

NASW approached Sen. Shields and Rep. Tomei to sponsor a memorial bill to pass the Social Work Reinvestment Act (SWRA). This legislation will also serve to educate legislators about Oregon workforce issues, with the strategy of introducing legislation in 2013 to establish an Oregon Social Work commission or taskforce; this will have a fiscal note. Loan forgiveness may be part of 2013 bill. Another priority for 2011 will be working in coalition with the Oregon Psychological Association on issues surrounding reimbursement rates for mental health providers. Other legislative priorities for 2011 are still to be determined.

Media Training

On Monday June 21st, MAP communications will facilitate a media training for new & continuing board members, as well as other Chapter leaders. This will include a media presentation, key messaging, and coaching. This has been a strategic goal for many years now, and an excellent use of our resources to build a foundation for more proactive and strategic media relations via trained media spokespersons and an advisory firm.

*Strategies 360 Proposal**

As per the membership taskforce meeting and 2009 board retreat goals, Stacey requested an RFP from a firm called Strategies 360 to conduct a membership market analysis and strategic plan in 2010-2011. The proposal is for \$15,000. The board discussion reflected that this is a good use of cash/reserves, as it supports growth and goals in our strategic plan. Stacey reminded the board that this is a foundation building process, and may require additional resources in the following years to implement the strategic plan in order to build membership. The primary target of the analysis will be newer professionals, with a secondary analysis on non-member LCSWs in the state, as we know that approximately 65% of licensed social workers are not members.

Action: Raina moved to authorize the proposal for \$15,000; Lisa seconded. Motion passed unanimously.

Closing Remarks / Outgoing Executive Director Report

Stacey distributed an outgoing report reflecting accomplishments in 2006-2010, as well as outgoing recommendations. Larry also shared remarks as the outgoing President on the accomplishments he is most proud of during his term, as well as the overall Chapter growth under Stacey's leadership.

Retreat Follow-Up: FY 09-10 Board Action Plan & Debriefing

Stacey provided a summary of the FY 09-10 board action plan (as adopted at the 2009 retreat) and listed which tasks/goals were accomplishments, as well those that were not met. Board members reflected on the outcome of their personal action plans (Stacey distributed copies from the 2009 retreat).

General feedback for the next retreat includes narrowing the board goals as well as identifying a process for coordinating and carrying out the tasks/goals, otherwise it falls on the ED (i.e., form time limited taskforces with point people). Student reps could be better used as liaisons for student outreach & activities. Generally, board meetings were efficient and well run (especially use of the consent agenda), however we typically ran out of time to cover retreat / board action plan follow up and therefore it felt as if we lost momentum. Most people enjoyed guest speakers. Raina feels that there wasn't much of an opportunity to get to know board members beyond the retreat. Stacey noted that the holiday party was a great opportunity for the board and ED to get together socially, and hopes that the tradition will continue. Lisa will look at more opportunities next year for optional social activities to build relationships.

After debriefing, the board completed a written self evaluation; Stacey will summarize and send to Larry & Lisa. Outgoing board members were recognized with certificates.

Board meeting closed at approximately 3:05 p.m.

*Respectfully submitted by Amy Reynolds, Region II Representative
Edited by Stacey Skala Orr, Executive Director*