

## **NASW Oregon Chapter Board of Directors Meeting Minutes**

*November 8, 2008*

**Attendance:** Larry Betcher, Victoria Bones, Catherine Beckett, Donald Didier, Raina Banu-Clayton, Liz Stuart, Meghan Thivierge, Emily Noack, Aimee Coughlin, Simon Paquette, Sara Westerfeld, Jo Ella Anglin.

**Staff:** Stacey Skala Orr

### **Excused Absences:**

Donna Arriaga, Dave Olson, Chareundi Van-Si

The meeting was called to order at 10:13 AM.

### **Consent Agenda:**

- 1) Minutes from the 09/14/08 board meeting
- 2) Committee/Council/District Reports:
  - a. CE Committee
  - b. Events & Conference Planning Committee
  - c. Legislative Committee
  - d. Past President's Advisory Council
  - e. Rogue Valley District
  - f. Social Workers Political Action Committee (SWPAC)

*We appreciate all of those who submitted reports.*

**Action:** Victoria moved to pass the consent agenda, Liz seconded. Motioned passed.

### **President's Report**

- 1) Retreat Remarks/Evaluation Results

Larry stated his goals for the retreat, feels that all were accomplished. Larry appreciates all who attended the retreat, and the hard work everyone gave. In general, most people had positive feedback from the retreat. There have been somewhat lower responses about recruiting new NASW members. Consider explaining the various benefits of joining when you are trying to recruit new members. Some people reported from the retreat that they weren't able to get their points out. This will be considered for next year. There have been some good suggestions for the next retreat. Some feedback for the retreat: food could have been better (eg. more protein). The 2009 retreat planning committee will include second year region reps, president, E.D., and anyone else interested to begin planning next summer. Good feedback about the work accomplished and the length of the retreat. Thank you all for the feedback.

- 2) Resignation of Char Tong, Region III Representative

In the case of a resignation, there is an option to make an immediate appointment to finish the term; another option is to wait until the end of the fiscal year and appoint someone to serve for one year only. If we can't find anyone interested in an appointment, this position will be added on the ballot in the 2009 elections for a full two-year term.

**Action:** Victoria moved to pass that Char Tong's resignation be approved, Raina seconded. Motioned passed.

### 3) COCP Report-Council of Chapter Presidents

Larry attended a national meeting in October with other Chapter Presidents (12 total). The highlight for Larry was to hear from Betsy Clark, National NASW Executive Director, who spoke to the group. Betsy explained the reasons behind having a virtual assembly rather than face-to-face. Over \$500,000.00 was saved by having a virtual assembly; each state also saved a considerable amount of money. Nonetheless there was a great deal of work accomplished. Larry feels this was a responsible financial decision. In the future, most likely D.A. will remain a virtual meeting. Raina asked about having regional face-to-face meetings for D.A. Most Chapters coordinated regional face-to-face meetings and participated in the virtual meeting as a group, which was helpful for networking and to stay focused. Sara pointed out that D.A. made a connection a 'green' initiative, also by making the *Social Work* journal available online. The next annual leadership meeting will take place in spring 2010; Larry has been making attempts to connect with the regional representative Sharon Otagaki to discuss the possibility of reinstating a spring 2009 conference.

About one year ago, leaders from various national social work organizations met and resolved to unify and form an umbrella social work organization. A taskforce was convened and after a year of exploratory efforts, it was determined that an official merger is not feasible, as each organization would have to disband, turn over assets, then create a new organization. The taskforce will propose ways to "unify" the field without officially merging NASW with other organizations.

### 4) Recruiting Board Members

Larry expressed an expectation that all board members engage in board recruitment efforts. We would like to see all of our positions double slated if possible. If you can work on your 'pitch' that is most helpful; for example, highlighting the benefit of networking and offering your own experiences. The most effective approach is asking the person directly. An email and call for nominations will be sent out by Diane Ponder and/or Stacey in December or January. If you identify someone, they must be a member of NASW (or willing to become one). Current board officers can't succeed themselves, but an officer could run for a different position (e.g. regional representative). Anyone can be on the board for six years consecutively, but then must have at least one term off the board. We are very committed to diversifying our Chapter leadership, so please consider this when identifying potential board members. The application deadline is March 31<sup>st</sup>. We also need more people to serve on the Nominations Committee.

### 5) Upcoming Events

We would love to see as many board members as possible attend the following events: March 13, 2009, Monarch Hotel in Clackamas, where Claudia Black will be the guest speaker. On March 5, 2009 in Salem there will be a lobby day, including an advocacy training and meetings with legislators. Don Schweitzer will be taking the lead in coordinating lobby day. We would like as many board members as possible to take more leadership roles on the day. There will be advocacy training in the morning, then focus on specific issues to meet with members of the legislature. Raina points out this may be a good day to encourage more people to join NASW. We are trying to increase the practitioner turn-out, and CEU's will be available. One visit to a legislator is the equivalent to 200 letters.

### 6) SWPAC & Lobby Fund Donations

Larry asks board members to donate to SWPAC and lobby fund and highlights the importance of having a 100% giving board. You can donate today by cash or check, or online. We are not asking for a large amount of money. SWPAC is a tax credit, if you are single, you can claim up to \$50.00 or \$100.00 if you file jointly, on your Oregon state taxes.

Lobby fund donations are not tax-deductible, but this fund helps to offset the costs of our contracted lobbyist, Maura Roche.

#### 7) Proposed Cuts to State Department of Human Services Budget

There are proposed significant cuts to the DHS budget, and there is a priority to build a new state hospital (in Salem). This is a concern for local community-based agencies. Maura has stated there is not a lot that can be done until legislation is introduced during session. Liz gave an example of how the DHS cuts have already led to problems with the domestic violence grants her agency relies on for victims and their families. Look out for legislative alerts during session on this issue; we will also need members to testify.

### **Finance Report**

#### 1) September 2008 Financial Statements

Simon presented the financial statements dated 09/30/08. Although our investment portfolio value has decreased substantially, the situation could be worse. Our spending is within the limits of our budget.

The Reamer DVD has generated revenue beyond projected due to the new ethics requirement. The CEU approval program fees are below budget; however an increase in fees (effective January 2009) should raise revenue. On the budget report, nothing unusual or out of the ordinary; currently we are below budget in both expenses and revenue. Our fall events are doing really well, and we will see this revenue on the October statements. At our recent ethics workshop, we had 60+ attendees. We are spending down the SWRI grant.

#### 2) Advertising

At the last financial committee meeting there was a request for Stacey to present the new rates for advertising (handout provided in board packet). We have not increased advertising rates since 2001. There is a proposed 25% increase in advertising rates, as well as a volume discount and advertising packages. Expanded website advertising options will coincide with our new website launch, which will hopefully increase revenue. The Finance Committee approved the new advertising rates, and will also be exploring staffing options to increase advertising revenue.

#### 3) Fundraising

Simon suggests that we consider a fundraising or development taskforce to increase short term funds and creating a donor base. Or, we could come together for a specific task and focus on time-limited fund raising. Please send any suggestions or thoughts via email to Simon, Stacey or Larry. Simon is interested in building a computer database to track donors, generate thank you responses, etc. Don points out that Tech Soup provides non-profits with free computer programs, which may be worth considering.

### **Executive Director's Report**

#### 1) Elections/SWAPAC Updates

Stacey distributed a 2008 Election Wrap-Up handout, which is posted on the Chapter website. 15 of the 18 candidates endorsed by the Social Workers Political Action Committee were decisive wins. The Democrats secured a super-majority in the Oregon Legislature, allowing for serious revenue reform discussions. Out of the statewide ballot measures that NASW positioned on (noted in parenthesis), Measure 56 (yes) passed, Measure 57 (yes) and Measure 61 (no) passed however 57 received more votes which overrules 61. Measure

58 (no) failed, Measure 59 (no) failed, Measure 63 failed, Measure 26-94 (Multnomah County - yes) passed. NASW PACE federal endorsements for Oregon seats all won, as well as our federal endorsement in the Presidential Race.

## 2) Legislative Updates

### *Social Work Practice Act*

We have talked a lot about this. The concept has been narrowed as it would not be signed off on by governor's office. The concept is not Expanded Title Protection which would establish a RBSW, a non-clinical license at the master's level and somehow would prevent a LCSW to continue to practice if the license has been revoked. We have not seen the act and therefore have not taken a position yet. We want to protect the title of social worker as someone with an education in social work. If the bill would go forward, we may suggest an amendment (awaiting approval from governor).

### *School Social Worker Certification*

In order to practice in a school, social workers have to go back for a second master's degree and we are advocating that this is a misuse of social workers skill sets and education. The school of education has been unwilling to work with school of social work with a dual focus. There was a hearing in September where Rep. Greenwick created a taskforce (to include Moira) and School of Education Portland State University failed to show up (Lewis & Clark College did attend) We can avoid legislation of TSCP is willing to establish a school social worker certification.

## 3) National Updates

COCE Meeting was held in Chicago where Stacey attended. Betsy was present at this meeting as well. There was some good news about finances, that some people took advantage of a pension program which has now been frozen. At the national level we are seeing a decline in membership, which will lead to a significant decrease in revenue. We have gone down from 150,000 members to 143,000 members. There is a new credential for an Advanced Certified Hospice & Palliative Social Worker (more information on national website). There is a new Social Work Career Center; CAREERS.socialworkers.org this was launched last week. In 2009 the theme for National Social Work month is Social Work: Purpose & Possibility in an effort to promote the profession and recruit more social workers. One outcome that will take place during social work month will be "50 ways to use your social work degree" featuring a range of social workers throughout the country. The NASW is looking for one more person from the northwest; a female social worker specializes in children & families, child welfare or aging, someone who has been in the field for 15-20 years. If you can think of someone before November 12, 2008 please contact Stacey.

## 4) Miscellaneous Announcements

On November 14, 2008 we have a work-shop Solution Focused Clinical Supervision we have a work-shop, we need one more volunteer for the event which would give you 6 free CEU's.

Our website is coming along well, the design is complete and Kathy has been trained and is currently transferring content from existing site to new site; we want to launch the site when it is ready and expect that this will happen early in the new year.

Please provide information for the NASW to send a letter to your employer (or Dean/Director if in school) Employer Appreciation Letters.

## **Membership Report**

On a local level we are one of 13 states where membership is increasing. As of 06/30/2008 we have 1769 members, as of 10/31/2008 we have 1799 members an all time high! On an overall national level there has been a decline. There may be a further decrease in membership, and potentially in our Chapter, over the next year due to the economy.

### **SWR Workforce Survey Results**

Don Schweitzer presented a power point presentation about the survey results. Don also explained that he is working on a SWR "Road Show" to get the message out to the community that we must mobilize, organize and push the legislature to advance our profession. This all leads us to legislative action day and we need the largest turnout possible. Thank you Don for your time and organization on this project.

### **Strategic Plan FY 08-09 Action Plan/Personal Action Plans**

We have updated our strategic plan. From the information we all submitted at the retreat in September Stacey has kindly merged into one document, the fiscal year action plan. This document will be addressed in each board meeting and each board member will be responsible for following through on their previous stated goals. The part of the action plan we are focusing on today is membership. We have integrated social work reinvestment goals into our strategic plans. It is important that this is a living document with the goal of updates each year. Please refer to handouts presented at meeting.

Task 1. Student Lunch & Learn Events: On March 11, 2009 at Portland State University from 12noon-1pm Room 401. Please volunteer if there are more people interested in being part of the panel. A second event will be held in April, 2009. University of Portland undergraduate program is organizing a social work career panel for March 2009. Larry will be in touch with Pacific University soon to establish an event. Simon agreed to contact George Fox University. We need someone to work on contacting Concordia University.

Task 2. Themed Networking Night: We had a good turn-out at the ballot collection party (only two board members) and Sarah is working on more themes, there will be a planning meeting as well. During social work month we may be planning a recognition night with different practice areas. There may be a need for board members to be designated for each event to help network with attendees. Victoria added that Rogue Valley district is creating a monthly networking night, Stacey can help with advertising for those events. Rogue Valley has also organized to watch the Ethics DVD watch group. In February, 2009 Don Schweitzer will be attending an event in Rogue Valley to promote SWR survey results.

Task 3. Create Support Systems for District Communication & Collaboration: There had been talk at the retreat of creating some type of manual of how to organize for new districts establish new districts of NASW. Sarah is working on gathering her information by January, 2009 which could be then added to the new website.

Task 4. Secure promotional items that can be used at a variety of events to give NASW visibility: We need to identify point people to coordinate marketing tools (pens, tablets, bookmarks, etc.). Raina has someone that could provide photography for bookmarks; Raina will find out more information and provide to Stacey via email for board distribution. Simon will contact a vendor about coming to a finance committee meeting.

**Action:** Simon moved to end the meeting at 1:56pm, Victoria seconded. Motioned passed.

Next meeting is Saturday, February 7th, 2009 in Portland (meeting location TBD).

*Submitted by Aimee Coughlin, Board Secretary.*