![apra | Northwest Chapter]

Minutes | APRA-NW Board Summit | August 28, 2017
UW Tower (4333 Brooklyn Ave NW) | 22nd floor - Cascade Conference Room | 9am-4pm
Approved 9/28/17

Welcome and Introductions

All Present: Kim Ositis, Rachel Siegfried, Kris Hunt, Krista Berg, Anna-Liisa Little, Lindsay Evans, Lara Arlen-Wier, and Alexa Makhani.

Parking Lot:
- Possibly work with a bookkeeper Washington? Permanent address? Have them be our registered agent? Membership checks mailed there? Kris will ask the chapters about this. How to maintain continuity? Possibly a PO Box in Seattle? Lindsay/Anna-Liisa will investigate bookkeepers/PO boxes.
- Board on-boarding process – need to be discussed at future BRD meeting; required steps; timeline; expectations regarding time; needs to be in the job description;
- Prospect-L: list serv for big APRA; run through MIT?; sign up through APRA website; they're working on revising the way their list serv works; 1992 – owned by APRA since 2003
- Possibly changing banks? Stick with BECU for now.

Action Items determined during Wrap Up section:

- When sending receipts and other items to Lindsay, also cc the gmail account; Secretary should be monitoring the gmail account; Kim start foldering the account; Anna-Liisa will start working through the membership-related items; set up rules for items as they come in; Membership/Treasurer/Conference, etc.
- Take care of our folders in the main gmail account; give us a month and then we'll move forward.
- Alexa will create the role-based emails using a uniform naming structure.

Consent agenda:
Approve Minutes from July 16, 2017 Board Meeting – minutes approved as presented.
Approve Financial Report (tabled from July meeting) Lindsay has not yet received financial records from Michie; see Treasure section below for more information.

Committee Reports:

- Big Apra Recap – Rachel
  - Rachel was a presenter – talked about pivoting into a large campaign, 30th anniversary; all presentations had an '80s theme; their presentation had a Princess Bride theme.
  - Rachel has access to session materials and will send out a grid of the sessions.
  - Scheduling local recap sessions
    - Rachel met a few people from the Northwest; could possibly do a Portland/Seattle recap session; two people from Fred Hutch went; several from UW as well.
    - Typically have regional get-togethers in September in Portland/Seattle, etc.
    - Lara would schedule; send out emails looking for hosts; created a Google Drive sign-up; events on the website; send Alexa the hosting info and contact info/time/date and she creates event on the website; then participants register via the website
    - Rachel indicates that APRA-NW is trying to diversify outside of the large universities with more info for small shops.

- Kris noted that the programming had improved since she last went.
- Next Big APRA convention will be in Pittsburgh, PA
- APRA offers scholarships for Big APRA; APRA-NW offers scholarship for our own conference.
- You get a discount if you present at APRA.
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- **Mentorship – Krista**
  - Revised the applications for mentors and mentees (create an application for each); refined and cleaned up the questions
    - created a networking program for folks who can't/don't want to be a mentor; currently only open to members; we have four people who are available to network and one request;
    - Have sent list serve messages; open to other suggestions
    - 8 people sign up to be mentors; 5 requests for mentors; 4 matched and one being matched
    - Advocacy topic – how to link to mentorship
    - How else to promote and market?
    - Lara: when sending out programming info; include a tickler about mentorship
    - Kris: we don't put ourselves enough; need to be more front of mind with people

- Random question: What resources are people using to learn analytics? Seems like most people are learning on their own; Lara teaches in a certificate program and struggled with how to present analytics; especially in smaller shops (perhaps a good programming/conference topic) How do you kickstart your analytics program? What is analytics?

- **Membership – Anna-Liisa**
    - 155 active members; most are in Oregon and Washington, though we do have a few outliers in B.C., Texas, Arizona (Emily Walsh - keynote at last year's conference), and Alaska.
  - Email to lapsed members
    - Plan to send to 80 people who lapsed (due in 2016-2017); have archived everyone who hasn't renewed since 2015; will archive everyone who doesn't renew in 2018 who lapsed in 2016.
    - Membership is a calendar-year (not pro-rated); if someone joins in July, they have to pay another $25 in December; Anna-Liisa has text to send to the lapsed members (will send electronically to Board for discussion first); thinking of sending in late October/mid-November.
  - Email to local listserve to encourage membership
    - Will also send to the list serve.
    - Some people on the list serve who aren't members might be annoyed; there's not a way to send emails to just send to members on the list serve.
    - Have not been a big push to have a members-only list serv.
    - Will need to move list serve; can be make changes at that time?
    - Anna-Liisa has problems accessing the UW list serve because she's not a UW employee.
  - Membership has stayed steady; Anna-Liisa will send lists of active and lapsed members out via email.
  - Jason had a list from APRA of non-profits across the country; the vast majority were very small, she went through the list; found some oddities; for Spokane conference, looked for nonprofits to send invites to; talked to Emily at the Spokane conference re issues with the size of our area (how do we best need the needs of our area); Anna-Liisa asked big APRA if they had ideas for marketing themselves (not much

offered up); maybe best bet would be to reach out to our own organizations to look for people who would benefit; **Kris – can we tag on to AFP?**

- o Possibly co-sponsor programming at AFP Forum planning? Advancement NW? CASE (for universities) having their conferences; having an analytics conference in November; CASE does a research session every year
- o DRIVE – data-focused; sometimes do overDRIVE
- o New Research Symposium attendees?
- o Possibly webinars? ADRP (Association of Donor Relationship Professionals)
- o Recognize long term members via website or list serve
    - ▪ No one earlier than 2010? It may require more research to find earlier names; send out with membership renewals to recognize long-term members; Krista willing to help; Anna-Liisa to do more research; possibly recognize people at the conference; as well as first-time conference attendees
    - ▪ Kim asked about APRA-NW awards, not something that we do.
    - ▪ Possibly consider creating an emeritus membership?

- **Webmaster – Alexa**
    - o Have switched everything over to the new IP address (she had the wrong GoDaddy account number).
    - o Send any updates to Alexa; will send an email about how to request that an event be created.
    - o Alexa removed all of the old job postings; she will delete these old postings; will delete after three months; keep the older events.
    - o It's okay to update your own pages for your board positions.
    - o Currently, Michie and Jason have access but should be removed.
    - o LinkedIn site; do we want to do more? (later on the agenda)
    - o Big APRA had talked about hosting the websites but that's stalled out; renewed WildApricot successfully; need a yes/no from them so we'll know if we should spend more time on refreshing it.
    - o Kris noted at the chapter meeting that APRA rebranded (as a word not an acronym) and website hosting was going to happen in July; fell off the radar; need to know if they would host the membership or just the brochure-wear?

- **Secretary – Kim**
    - o Reinstatement with WA Secretary of State
        - ▪ Will keep Registered Agent Designation with Susan
    - o Need a check for $105.00 for expedited service – will renew through 10/31/2018.
    - o Mailed out successfully

- **Programming – Lara**
    - ▪ Met with Jason (last year's programming chair)
    - o Scheduling sessions - second Tuesday of the month
        - ▪ Not in December, May and over the summer or the the conference month).
        - ▪ Consider doing an early evening/possibly a Happy Hour with another group like AFP (could be a one-off).
        - ▪ Possibly have collaboration with vendors/networking (Raiser's Edge/Tessitura/Sales Force).
        - ▪ Meetings should be scheduled for 30-60 minutes longer than the education topic itself to leave time for networking.
        - ▪ Have host (or Lara) lead a discussion after the programming.
        - ▪ Post-programming surveys to track demographics of attendees.
        - ▪ Track actual attendance through WildApricot.

- Stand-along survey of membership; tracking programming interests; six months after the membership renewal; do the survey prior to April/May.
  - Multiple places: Portland/Seattle/Corvallis/Eugene/Spokane/Montana (Missoula & Helena)
  - Jason introduced Lara to people in every state; issue is typically finding a place to host; program topic makes a difference.
  - Possible session topics
    - Advocacy (was a big topic for big APRA); Krista's boss is on the Advocacy cmte. (October session)
    - Live web chat (partnered with a Happy Hour?)
    - Live interview with NW leaders
    - NW real estate market update (UW has a Center for Real Estate; Krista will see if they have a professor who is able to talk); Anna-Liisa's husband works for RedFin (they have an economist who is doing real estate economics)
    - Financial planner talk on how they view stocks – Lara knows a financial planner who might be a possible speaker on this topic and maybe DAFs.
    - Analytics overview; specific models; similar to AFP Forum analytics forum.
    - A Fundraiser as a speaker?
    - Prospect Portfolio development
    - Metrics for Gift Officers – Kim
    - Northwest Planned Giving Roundtable (Portland) – Lara went recently
    - Kim – can teach Open Source Intelligence classes
    - Lara and Krista will work on broadcasting options.
    - Set an APRA recap as the first session to be held on Tuesday, September 19. *Update: date for September session yet to be established.*
    - Be sure that we're doing small shop/big shop; making sure that we're looking outside of academics for speakers.
  - Connect with Jen Filla and Prospect Research Institute (panel on telecommuting; Jen came to DRIVE this past year; maybe do an OverDRIVE session?
  - APRA Chapters Share the Knowledge in February – didn't do anything last year; plan to do something for 2018? Each chapter presents on a day; it's an education week across the country. Range from in-person to Twitter chats; possibly have a fundraiser from the arts, university, health care, etc.
  - Managing Your Workload; Project Management; Community Styles; organizing your outlook in-box.
  - Recommended Book session; book club?
  - Birds of a Feather Session during the conference?
- **Treasurer – Lindsay**
  - Researching random charge to Alaska Airlines – assumed to be a plane ticket for Emily (last year's speaker)
  - $5,731 in the bank; end of August $5,291; $8504 year before – possibly due two conferences?)
  - Looking through 2016-2017 records; make a list of each board member to try to reconcile everything
  - Will have a report by the end of the year (December)
  - Ideally will have a budget and financial reports on a monthly basis
  - Lindsay will send out a reimbursement sheet with your info; send back tomorrow if you want a check before the next 1.5 weeks. According to Bylaws section of travel, if you travel more than 200 miles round trip, certain expenses are covered.
  - Chapter meeting in Chicago; APRA-NW covers expenses for one representative in March.
  - All Bylaws are in the Google Drive.

- **Conference – Rachel**
  - Location Ideas – Vancouver, WA has been mentioned
    - Heathman Lodge in Vancouver, WA – owned by Alexa's boss; probably the room discount is not enough; reimbursement rate is $169 for Portland, Oregon.
    - Parking is a concern; 75-100 attendees; full-day conference.
    - Rachel is looking at hotels in Portland/Vancouver.
    - Full-day Friday; Rachel will send a list of dates via Doodle poll.
    - List of vendors is on Google Docs.
  - Conference Theme/Keynote
    - Keynote recommendations – should we stick with a keynote speaker who is in the field or not?
    - Themes – Corporate social responsibility and philanthropy (Nike, Intel, Columbia, Timbers, Trailblazers, Sounders, etc.); Lee Heck from UW; leadership training for start-up technology companies – Lara knows someone (crafting your elevator speech); we offer an honorarium (unknown amount); Will likely be determined by the keynote speaker
    - Switch up the format of the workshop; forums, presentations, breakouts, etc.
    - Budget – Lindsey will try to get expense numbers from the previous conferences to Rachel
    - Send out a post-conference survey; possibly a pre-conference survey; tied in with programming for the rest of the year.
    - Have conference date/location confirmed in October; get a save the date

- **Communication with Members – All**
  - Do we want to add a Communications Director?
    - Brainstorm ideas for the Communications Director – look again at the next monthly meeting
      - Possible areas of responsibility:
        - Social media, sending emails & newsletter?
      - What are some of the other APRA chapters doing? Kris will ask the other chapters for communications and social media/newsletter.
    - Would need to be in the bylaws for the spring conference
      - Consider using one of the at-large Director positions

  - Social Media
    - LinkedIn/Twitter – Alexa will look at other LinkedIn pages for APRA chapters
    - Facebook – not right now
  - Newsletter
    - Timing
    - Content – photos from board summit, highlight things happening at your organization, within your area of responsibility; meet a board member/mentor; upcoming events and conferences.
  - Listserv Options
    - Currently on UW listserv system which is going to be discontinued – a date hasn't been announced yet; difficult to access/have to have a UW login; Kris will ask other chapters to see who else is using list servs and will look to see what Prospect-L is using.
    - Wild Apricot offers a forum option; right now, Krista adds new members to the list serv manually when a new member joins.
- Spring Elections – Never too early to discuss!

- o Need to start nominating earlier.
- o All electronic; we present the bylaws at the business meeting at the Conference.
- o Need to open the nominating process earlier; everyone is responsible for finding potential candidates.
- Wrap up & Next Steps
    - o Reviewed action items
    - o Set September Board meeting date – September 28th 12-1pm; Kim sets up the Go2meeting.com

Adjourn at 3pm