

**Agenda | APRA-NW Board Meeting | January 15, 2021**  
Conference Call | 11am PST

Present: Amelia, Matt, Lindsay, Annette, Anna, Jason, Anne  
Absent: Mackenzie

Consent agenda:

Approve Minutes from December 16, 2020 Board Meeting – moved, seconded, and approved.

Standing Items:

- Diversity, Equity & Inclusion – Lindsay
  - Lindsay shared a link to a recent *Washington Post* article by Edgar Villanueva about philanthropy and Mackenzie Scott: <https://www.washingtonpost.com/opinions/2020/12/22/mackenzie-scott-philanthropy-wealth/>

New Business:

- Apra 2021 Virtual Chapter Summit – Lindsay
  - This year's chapter summit is being held February 22 through 24, 1pm-4pm EST, with more details to come.
  - As the summit will be virtual, the two-attendee cap per chapter is not in place as it would be for an in-person summit. Lindsay encouraged all board members to join if they can.

Old Business:

- None

Committee Reports:

- Programming – Matt
  - January: Portfolio Review/Optimization Discussion – 1/21 @ 2pm PST
    - The information about the event was shared with Apra Rocky Mountains and between the two chapters there are about 40 registrants so far.
    - Matt is working with his counterpart Caden at Apra Rocky Mountains on discussion questions, which will go out to registrants on Tuesday, January 19.
    - With 30-40 attendees expected, would it be better to do breakout rooms or hold one large group conversations?
      - Matt plans to suggest breakout rooms of 5-6 people with no set moderator, though board members may be asked to help lead their breakout room in conversation depending on attendance. Following the breakout, the group will reunite, with Caden and Matt facilitating a larger group conversation using the hand-raising function.
  - Gallup CliftonStrengths
    - Apra Indiana recently announced a CliftonStrengths program series from February to June, free to all chapter members. Apra Indiana membership is free for 2021. Apra Indiana Vice President and Treasurer Stephanie Brouwer is a certified Gallup Strengths coach.



- Apra-NW will promote this opportunity to the membership for February. Matt will send the details to Anna so that she can put together an email and some tweets.
- March: DEI Workshop
  - Matt has reached out to race and equity consultant Christina Chang with the Aspen Leadership Group for an upcoming event and is waiting to hear back.
- April: Book in Common
  - Matt is reaching out to Adrian Jones at LSU for a discussion about change management or a similar topic.
- Mentorship – Anne
  - No report
- Membership – Annette
  - 78 new or renewed members so far, with one still pending.
    - Annette noted that membership is below where it was at the same time last year.
    - Annette will send out one more reminder email on Wednesday, January 20.
  - Annette plans to review response to the new member questions to share at the February meeting.
  - Lindsay noted that several individuals who have not yet renewed membership have registered for the upcoming portfolio review/optimization discussion event. Matt or another board member should share a renewal reminder at the beginning of the event.
- Webmaster – Mackenzie
  - Not present; Mackenzie had no news to report via email.
- Communications – Anna
  - Anna plans to distribute the next newsletter at the end of February.
  - Tweets have been scheduled for membership renewal and event promotion.
- Secretary – Amelia
  - Chapter materials are due to Apra HQ by March 31. Amelia will start reaching out and taking care of the different pieces over the next couple of months.
  - Amelia shared a reminder to vote on Doodle polls for scheduling board calls as quickly as possible so that board members' calendars don't start to fill up.
- Treasurer – Lindsay
  - The chapter bank account balance is at \$13,450.58.
  - Lindsay is processing a lot of incoming membership payments.
  - Lindsay will also be working on chapter materials for the report to Apra HQ, including the annual financial statement.
  - The ledger for all transactions is available for review on the chapter Google Drive.
- Conference – Jason
  - Sponsorship:
    - Jason sent an updated sponsorship form to the rest of the board. He is requesting feedback. He has been in touch with potential sponsors and plans to send out the form soon.
      - Lindsay suggested that vendors who are not interested in sponsoring the conference may be able to sponsor a future Book in Common event by providing funds to purchase the book for members. She plans to reach out to those vendors after Jason gets the conference sponsorship set.
  - Conference date:
    - Historically, the conference has been held mid- to late May.
    - Jason suggested May 10, 17, or 21. The board tentatively agreed on May 21.



- Lindsay plans to check Apra HQ, chapter, and peer professional organization calendars to make sure there aren't any conflicts. She noted that NEDRA's conference will be held May 13-14.
- Programming:
  - The board discussed whether to have a half-day, three-quarters day, or full day of programming. The board tentatively committed to a three-quarters day. Annette suggested 9:30am to 3:30pm with a lunch break included.
- Networking:
  - As part of a discussion about networking opportunities, members of the board agreed that holding networking at the end of the day might lead to a decline in participation, and that staggering it with presentations would help break up the day.
    - Lindsay suggested looking at platforms besides Zoom that might offer more opportunities for engagement.
      - She also noted that creating affinity breakout rooms as part of networking might be a good idea.
- Agenda:
  - Jason is using the 2020 planned agenda as a starting point for building the 2021 agenda. Some ideas from the previous plan, such as the short TED Talk-style presentation concept, may not work well in a virtual setting and may have to be changed.
  - He has checked in with 2020's planned keynote speaker, Carolyn Oblack, to see if she is interested and available this year. He is waiting to hear back.
  - Jason planned to share the 2020 agenda with the rest of the board.

#### Wrap up & Next Steps:

- Review action items
- Next Board meeting: Third week of February or so