

**Agenda | APRA-NW Board Meeting | February 26, 2021**  
Conference Call | 11am PST

Present: Lindsay, Amelia, Anna, Mackenzie, Matt, Annette

Absent: Anne

Consent agenda:

Approve Minutes from January 15, 2021 Board Meeting – moved, seconded, and approved.

Standing Items:

- Diversity, Equity & Inclusion – Lindsay
  - Lindsay: The CASE conference held earlier in February offered a number of DEI sessions.
    - Antiracism activist, professor, and author Ibram X. Kendi gave the closing keynote, which included the assertion that "being racist is not an identity but a state." Lindsay reflected that she found this a helpful way to position the concept of racism and its systemic nature.
  - Annette: University of Montana Foundation recently sent a DEI survey to staff.
  - Matt: Oregon State University Foundation will be rolling out a DEI-related framework for student hires in the next fiscal year to ensure they're reaching students before they enter the workforce.
  - Amelia: University of Puget Sound's Office of University Relations is undertaking a review of written policies and procedures with the intent to both review the language written down in the policies through a DEI lens and to consider the inclusiveness of the policies themselves.
- "Getting to Know You" – Lindsay
  - What are you looking forward to about spring?
    - Lindsay: Not wearing a jacket.
    - Jason: Not having to shovel snow.
    - Annette: Won the permit lottery system to take a float trip on Smith River.
    - Matt: The possibility of an MLB season this year. Matt is an Orioles fan.
    - Amelia: The Eurovision Song Contest, which was canceled in 2020.
    - Mackenzie: Lots of animal babies at Woodland Park Zoo.
    - Anna: Taking a trip to Arches National Park to camp for spring break.

New Business:

- Apra Chapter Summit – Lindsay/Anna/Annette
  - Lindsay: The summit felt different in terms of content, with more panel discussions and breakout rooms and fewer presentations. There were some good networking opportunities.
  - Anna: Having breakout rooms by position on the board was great. A number of communications directors noted that Twitter hasn't been a great communications platform for their chapters other than for sharing information and communicating with Apra HQ.
  - Lindsay: A few more thoughts:
    - Collaboration:
      - Lindsay is interested in the idea of increasing collaborations with Apra Rocky Mountains and possibly other chapters in the future. Collaborating with Apra Canada may have

value, as their programming tends to be focused in the Toronto area, which can be challenging for Apra Canada members on the west coast to attend.

- Conference:
  - When Apra-NW returns to holding an in-person conference again, it would be beneficial to retain a virtual element. This could include holding a smaller virtual half-day conference in the fall for members who can't or won't attend an in-person conference due to travel, budget, or other constraints.
  - Apra NY's 2020 virtual conference had 300 attendees, when they have typically hosted around 25 attendees during past three-day in-person conferences.
- Discounts:
  - Continue to think about offering discounts for other chapters. This year Apra-NW is offering a free conference for members, but cross-pollination with other chapters may be fruitful.
- Finances:
  - It was useful to see what other chapters have in "reserves."
  - Apra-NW has two to three years in cash reserves, which is a good spot to be.
  - Lindsay learned that not every chapter has a budget.
- The chapter summit will likely be held in person next year.

#### Old Business:

- Professional Development/Scholarship Fund – Lindsay
  - Lindsay has been reviewing other chapters' websites to get an idea of what Apra-NW can offer this year.
    - Apra-NW can cover one or two "scholarships" to the 2021 Apra PD conference.
      - Matt: The chapter could also offer a specialized scholarship for Apra's two-day Data Science Now conference in October.
        - Lindsay: Offer one scholarship to Apra PD and one to Data Science Now.
          - The scholarships can be both need and merit-based. Lindsay would like to hear from applicants why they're interested and have them make a case for attendance
            - Definition of "need": Chapter members working at organizations that do not have the professional development budget to pay for the opportunity for which the member is applying. Also includes self-employed/freelance chapter members who similarly lack professional development funds.
          - **Lindsay will put together a form for submission.**
    - Is there interest in expanding the scholarship offerings to general professional development? If so, should the board put parameters around that?
      - Mackenzie: This could be an opportunity for the applicant to make the case for how their proposed professional development item benefits the profession even if it isn't prospect development specific.
      - Lindsay: Depending on how much the Apra PD virtual conference costs in 2021, there is enough in the chapter account to set aside \$500 or so for a general fund.

- Lindsay will write up a general policy to put on the Apra-NW website. Between the upcoming newsletter and the next one, Anna will send out an announcement about the scholarship opportunities.

#### Committee Reports:

- Conference – Jason
  - Agenda:
    - TED Talks
      - 10-minute TED-style presentations, which was part of the plan for the 2020 conference before it was tabled.
      - Annette suggested DEI may be a good topic.
        - Lindsay: A good opportunity to take the temperature of the Apra-NW membership by asking, "Where are you, where is your organization in this area? What has worked, and what has not worked?" and hearing from people at all points along the spectrum.
        - Jason: It would be useful to have speakers lined up ahead of time. There are staff at Washington State University who would be willing to share.
    - Cecilia Hogan Award:
      - Awarded to the person in the region who has done the most for the profession in the past year. The award was tabled in 2020. Should the board roll over the winning nomination from 2020 or solicit new nominations?
        - Lindsay: The chapter and profession are in a different place now than last year, and it would be good to honor recent successes.
        - The board agreed to allow for two winners honored this year, one for 2020 and one for 2021.
        - Jason: Nominations should be solicited soon for the 2021 winner.
      - Lindsay agreed to arrange the award plaque with the same vendor as in 2019.
    - Lunch:
      - At least one virtual room will remain open over the lunch break so attendees have the option to stay and chat.
        - Lindsay: The board can stagger so someone on the board is always present.
    - Second session:
      - Annette: Three members indicated that they're interested in speaking.
        - Jason agreed to reach out to see if one of the three has interest in speaking about 1) what to keep from COVID practices once teams return to more standard operations or 2) another topic they're passionate about.
          - Matt: For any of the three who do not present during the conference, the board can offer them an opportunity to present in June.
    - Roundtable session(s):
      - Offer a general list of topics and attendees can self-select; there will be an option for members to indicate interest in various topics during the registration process.
        - There will be six rooms with one facilitator each.
          - Lindsay: Zoom live captioning isn't perfect but it should be a good option to use.





- 2-4 people = 11
    - 5-19 people = 8
    - 10+ people = 5 (largest shop is 20)
  - Programming topics of interest:
    - Skills development = 27
    - 25 DEI = 25
    - Tools = 21
    - Other: "Topical deep-dives, like last year's on family offices"
  - Database:
    - CRM Advance = 11
    - Raiser's Edge = 7 (one 2021 conversion to Salesforce)
    - Blackbaud = 4
- Webmaster – Mackenzie
  - No report
- Communications – Anna
  - Newsletter:
    - Anna has received most items due to her.
    - She will put out a nomination call for the Cecilia Hogan Award.
    - The newsletter will go out on Wednesday, March 3<sup>rd</sup>.
    - Anna has not received any wins or job updates.
    - Lindsay asked Anna to include a conference highlight and date announcement in the newsletter.
- Secretary – Amelia
  - Amelia is working on gathering the necessary materials for the annual chapter update, and she has contacts out to various board members.
    - Lindsay will take care of the chapter demographics survey.
  - Lindsay noted that it is a good time to start thinking about elections a little early. She encouraged the other board members whose terms are set to end to consider whether they would like to continue for another term or end their service.
- Treasurer – Lindsay
  - The chapter bank account balance is at \$13,927.45.
  - Membership renewals are slowing down.

#### Wrap up & Next Steps:

- Review action items
  - Reach out to vendors with sponsorship form.
  - E-news materials due to Anna today.
  - Lindsay will write up scholarship fund information.
  - Jason and Anna will coordinate on the Cecilia Hogan Award nomination call.
- Next Board meeting: Likely the 4<sup>th</sup> week of March