

Agenda | APRA-NW Board Meeting | November 19, 2020
Conference Call | 11am PST

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

Consent agenda:

Approve Minutes from October 23, 2020 Board Meeting – moved, seconded, and approved.

Standing Items:

- Diversity, Equity & Inclusion – Lindsay
 - The Community Centered Fundraising (CCF) Aligned Actions plan was shared out.
- "Getting to Know You" – Lindsay
 - Favorite Holiday Dish!
 - Lindsay: Rolls
 - Annette: A good roll with stuffing
 - Anna: Persian rice with lots of herbs
 - Mackenzie: Broccoli and cauliflower au gratin
 - Anne: Mashed potatoes with butter, garlic, and herbs
 - Jason: Turkey!

New Business:

- Winter Newsletter – Anna
 - Anna sent out an email requesting content for the December newsletter on Wednesday, November 18. She requests content by Monday, November 30, so that she can send the newsletter out on Tuesday, December 1.
 - The content will be similar to September's newsletter, and will include:
 - President's message (year ahead)
 - Membership drive article
 - Survey question - same as last quarter
 - Job announcements and new hires (please send to Anna)
 - Intro to a board member (Anna)
 - New member highlight? (perhaps save for next newsletter)
 - "Wins" in response to last survey question
- Free Resources/The Case for Member Renewal – Lindsay
 - Lindsay: With the increase in free resources offered remotely, how do we ensure that Apra-NW continues to be worth the investment to our members? Ideas include:
 - Including the spring conference as a part of membership (free conference for members, \$35 for non-members, which will include a year of membership).
 - After we can't have in-person events, is there a place for virtual conferences as well?
 - Book in Common: continuing providing the book to registrants. Gives members a forum to learn about their field and connect with peers.
 - Robust blog and newsletter content, which engages members to share their knowledge and skills.

- Members-only events:
 - March/April 2021: professional development or change management currently front-runner topics.
 - Soft skills workshop later in 2021: hiring a facilitator to do a workshop with us from a consultant. ("Soft skills" e.g. public speaking, transferable skills not just related to PD but to professionalism.)
- Apra Chapter Office Hours Recap: Virtual Programming and Conferences – Lindsay
 - Lindsay recapped the Apra Chapter Leaders' Office Hours, which focused on virtual conferences and programming.
 - Three chapters presented on their experiences hosting virtual conferences. Some themes emerged which will help Apra-NW in planning our own 2021 virtual conference:
 - Pricing: One chapter had a free conference for all, with record attendance; the other two had a modest fee. One of the latter made it free to members and the cost of membership to non-members. This is the model Apra-NW plans to adopt.
 - Length/Structure: Two opted for a one day conference; others did a two half-day structure, to prevent Zoom fatigue.
 - Platform: All used Zoom as a platform, with many using multiple Zoom accounts running simultaneously. This approach took a great deal of coordination, and all hands on deck the day of. Apra Texas used just one account for a continuous program and had a successful conference.
 - Content/Programming: All had speakers lined up ahead of time, and filled in gaps as necessary. All had to reach out proactively for speakers.
 - Sponsors: All worked with sponsors, some specifically for the conference and some as part of their annual sponsorship. Many did sponsor shout-outs on social media and the website, and had vendor presentations at conferences.
 - There is interest among chapters to collaborate/share programming.
 - One idea raised by the Apra-NW board: the possibility of a \$10 upcharge for the conference/membership for other APRA chapter members.

Old Business:

- Professional Development/Scholarship Fund – Lindsay
 - Tabled until next meeting
- Apra Rocky Mountains – Matt / Annette
 - Next steps: Apra-NW is considering inviting the Apra Rocky Mountains chapter to the next event. The December happy hour was canceled, so we will invite them to the January event (portfolio review and optimization). After the December Book in Common event Matt will put the event up on the website and work with Annette to invite Rocky Mountains.

Committee Reports:

- Programming – Matt
 - December: Book in Common – 12/3 @ 11 AM PST

- Apra-NW is leaning virtual for the conference at this point. Jason will send out a survey at the end of the year anyway, but there is not a strong expectation to be in person in 2021.
 - After the decision is made, Jason will reach out to the location vendor again to push the reservation to 2022.

Wrap up & Next Steps:

- Review action items
 - Anna: Working on newsletter, will drop 12/1
 - All: Newsletter content to Anne due by 11/30
 - Membership piece - Annette
 - President's letter - Lindsay
 - Lindsay: Sponsorship prospectus work!
 - Jason: Survey sent to members in December
 - Annette: Working on membership outreach
 - Matt: Book in Common event--will send final questions to breakout group leaders the week of 12/3
- Next Board meeting: TBD, December