

Minutes | APRA-NW Board Meeting | Nov. 7, 2017
Conference Call | 12-1pm
APPROVED 12/5/2017

Present: Kris, Kim, Lindsay, Alexa, Anna-Liisa and Rachel. Krista and Lara excused.

Consent Agenda:

Approve Minutes from Sept 28 Board Meeting – approved as presented/

New Business:

Lara's mother passed away – Rachel will send flowers.

ByLaws Review – Lindsay – being worked on and are in the Drive; will be sent out when farther along.

Cleaning Up Apra-NW Google Drive – Krista – tabled to next meeting

Prepping for Nov. 9 Webinar

Lindsay – will send the login info out to all the host sites and will send a reminder the day before the webinar with the materials from Kim. Rachel will be tech support for the webinar, if needed.

Notes from Lara from earlier email dated 10-23

-Nov 9 is set for Kim to talk about open source resources. Invites should be out soon. For places that aren't hosting an event we are able to accommodate some people signing on individually (apparently GoTo meeting offers 26 signons for an event).

-We will schedule an additional dry run before Nov 9 so if anyone can participate that would be helpful. We will get a date scheduled soon.

-I spoke with Jen Filla and she will not be attending DRIVE this year. She suggested we reach out to: Emma Hinke, Renee Teate, Michael Pawlus, Stephen Lambert, Marianne Pelletier, or Tina Donahoo at Marts & Lundy.

-I am speaking with Jessica Balsam from University of Washington next week about a future program on big APRA's plans for Advocacy.

-I've been speaking with Emily Fondaw and Zanne Gerrard from University of Washington about a program on DAFs in December or next spring.

Updates on Spring Conference – Rachel

Venue: Rachel feels most comfortable hosting at OHSU Conference Center; attendees can park at the hotel or a number of limited spots on campus. There are a number of room sizes and configuration options available. The group agreed to go with the OHSU site.

Content: Rachel hasn't nailed down a keynote speaker yet. Possibly corporate philanthropy, might not appeal to the whole group. Possibly a topic closer to what's offered by Big APRA; maybe have corporate philanthropy as a session topic?

Date: Three dates (April 6th, 27th and May 18th) have availability with the conference center and hotel near OHSU. We need to pick a date for sure by the end of November.

Possible theme: Engagement – large or small shop?

Keynote names:

Forward any additional name suggestions to Rachel by November 20th. Rachel will email the names of the possible key note speakers out to the group. Rachel sent this info after the meeting:

Shelby Radcliffe (local)

Vice President of Advancement, Willamette University

Shelby Radcliffe is the vice president of advancement at Willamette University, a small, private liberal arts University in the Pacific Northwest. Shelby joined Willamette in 2016 after four years as vice president for advancement at Occidental College in Los Angeles, CA. At Occidental, Shelby led a significant expansion of the advancement program which doubled the alumni and parent engagement program, raised annual fund receipts by over 60 percent, and increased new gifts and pledges from \$14 million a year to \$31 million a year.

Prior to Occidental, Shelby worked in development & alumni relations at Bucknell University for fifteen years, most recently as the executive director of campaign administration, a job which included campaign director responsibilities and the management of advancement services, research, and donor relations. During her tenure at Bucknell, Shelby also held the positions of director of prospect research & management and the associate campaign director. Prior to working in higher education, Shelby worked as a social worker, grant-writer, and program administrator in the non-profit arena - in adult literacy, workforce development, and crisis intervention.

In 2008, Shelby founded the Mid-Atlantic Researchers Conference, which is now part of the APRA Educational slate. Shelby served on the board of APRA from 2001-2005, and in 2008, Shelby received the APRA Award for Distinguished Service to the Profession. During her almost 20-years in advancement Shelby has delivered over 100 presentations for CASE, APRA, AFP, and Academic Impressions in the United States and abroad. In addition to publishing several pieces in APRA Connections and CASE Currents, Shelby's Thesis, A study of alumni engagement and its relationship to giving behaviors, has been cited by other researchers and makes an excellent writing lap-desk. Shelby's work has been featured in the Chronicle of Philanthropy and CASE Currents Magazine.

Shelby has a bachelor's degree in english from the Pennsylvania State University and an master's degree in education from Bucknell University.

Emilia G. Cooper

Assistant Director, Prospect Research, UC Davis

Emilia Cooper is the Assistant Director of Prospect Research at the University of California, Davis. She currently manages the prospect research team within the Prospect Management & Research (PMR) unit at UC Davis. Emilia has been in the prospect management and research field for over ten years, having begun her career at the University of Washington in Seattle. She earned her BA in International Studies with a minor in Spanish from Saint Mary's College of California. She lives in Davis with her husband and two young daughters.

Every development shop works hard to hire great employees. Yet onboarding these new employees can feel like an overwhelming task even though we all know that it is crucial for long-term success. Learn how one organization developed an onboarding program to ensure new hires are quickly engaged and have a solid foundation to become superstars. Presenters will cover planning for your new employee's arrival, onboarding resources and training strategies for their first 30, 60 and 90 days on the job, and the continued follow-up necessary to foster a highly functioning and fully integrated new member of the team. They will share a creative toolbox of sample templates including: an onboarding checklist, first week/month schedule, 'How-To' training documents and bookmarks, a visual directory concept, motivational team meeting ideas, and more!

Andillon Hackney

Director, Development Research, UC San Diego

Andillon Hackney is the Director of Development Research at University California, San Diego. She has been in prospect research and prospect management for more than 12 years, starting two prospect research shops from scratch. She learned the ropes at The Natural History Museum of Los Angeles County and moved on to Children's Hospital of Orange County, where she created and implemented their first grateful patient program. She has a Master of Fine Arts in film from Art Center and a Bachelor of Arts in American Studies from Santa Cruz. Hackney is a member of APRA and CARA and been a presenter for the APRA in 2012, and CARA's 2009 and 2012 Statewide Conferences. She serves as the President for CARA.

Every development officer wants a dynamic portfolio right? Well, this session provides a road map to get there! Learn how to implement portfolio reviews, promote strategic and donor-centric thinking, shore up the pipeline, prevent donor loss, and create a sense of synergy between research, planned giving, donor relations, and corporate and foundation relations. You have heard

people talk about "portfolio reviews," now learn how to jump start that process in your shop!

Committee Reports:

- **Mentorship** – Krista – no report.
- **Membership** – Anna-Liisa (10-23-17 notes)
 - 2 new members since last meeting
 - Will reach out to the person who paid for the webinar to see if they would like to join
 - I've been making my way through the Apra-NW gmail account, and have gotten back to July 2015. There's still over 2,000 mails. I set up a few rules to file new mail in folders, although only concentrated on Membership related ones. We may want to consider including maintenance of this email account as part of someone's role.
 - I changed the settings for system emails from Wild Apricot. The default address is Apra-NW gmail, with Membership emails also directed to the Membership account.
 - Need to be part of someone's role – maybe the new Communications Manager role?
 - I will be working on updating the membership renewal, outreach, and welcome emails in preparation for November and December. She has an outreach email for lapsed member –
 - When? Send lapsed members a special email; the current members will get the renewal email from Wild Apricot. Will send all of them out at the beginning of December
 - Working on making the New Member emails more welcoming with links to useful information on the Apra-NW website; will send the copy out for comment.
 - Do we offer a scholarship for Big APRA? No, only our Apra-NW conference.
 - Krista can add our APRA email accounts to the APRA-NW list serv so that we can send messages to the list serve.
- **Webmaster** – Alexa (10-23-17 notes)
 - Revised the membership application with the comments Anna-Liisa provided and replaced the 2015 version that was on the website. Saved a copy of it to the Google Drive.
 - Created event listings for Portland, Seattle, Boise, Missoula, Spokane, Anchorage, and Fairbanks. Waiting to hear back from Lara regarding specific time, location, and contact information on several of the listings and if events need to be created for Pullman/Moscow, Eugene, or Corvallis. Also suggest to set a site in Walla Walla since there were a few conference attendees from there this year.
 - I had sent examples of other chapter websites (see below). Please let me know if you would like to have a Twitter account created (if so, done similarly to which of the chapters that I sent), board biographies added to the website (if so, done similarly to which of the chapters that I sent).
 - If we are planning to do a newsletter, it may be a good idea that we do it quarterly with the goal of the first one done in December. If not a formal newsletter, then I really like what the Mid-South chapter does. It's a good start until a Communications Director is on board.

Newsletters/blogs

- Metro DC: Spring 2017 newsletter is at the top, the archived posts are at the bottom of the page
- <http://aprametrodc.blogspot.com/p/view-winter-2013-newsletter-on-scribd.html>
- Carolinas: archived newsletters are not opening. But, the blog is pretty thorough. Maybe send an all-call out to everyone if they have articles they would like to submit
- <http://apracarolinas.wildapricot.org/page-1852016>
- Greater Houston: another example of a blog
- <https://apragreaterhoustonblog.com/>
- Mid-South: rather than send a newsletter out, they post updates quarterly on their main page. I think this is the best idea for us to implement until a communications/marketing director is elected as it at least starts the process
- <http://www.apramidsouth.org/>

Ask a Manager Idea (Krista sent out an email about this)

- Metro DC: <http://aprametrodc.blogspot.com/p/ask-manager.html> to help encourage discussions amongst membership, especially for those who may not feel comfortable emailing the main listserv

Twitter

- Carolinas: <http://apracarolinas.wildapricot.org/>
- Metro DC: <http://aprametrodc.blogspot.com/>

- Illinois: <http://apraillinois.org/>
- California: <http://www.caresearchers.org/about>
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Alexa will work with a marketing intern at her job who needs tasks to do; she will work on creating a Twitter account with a handle, photos, etc. and linked to the website by the end of the year.

Board biographies & picture – ***All Board members to email info to Alexa (a paragraph) by the next board meeting and she'll get them added to the website by the end of the year.***

Newsletter – hold off until at least January and then will look at again.

During the webinar – Kim to do a pitch for the Portland training coming up during the webinar.

Board Biographies

- Greater New York: <https://apraofgreaternewyork.wildapricot.org/Board-of-Directors>
- Central/South Texas: <https://apracstx.org/contact-us/officer-bios/>
- The New England chapter includes the Linked In accounts for board members in addition to the information we have on our website already

- Secretary – Kim
 - Nothing to report.
- Programming – Lara (see 10-23-17 notes above)
- Treasurer – Lindsay
 - Bank balance \$4,428.21 – same as last time; still going through transactions from the previous treasurer.
 - Bylaws review – Krista gathered Bylaws from MoKan (Missouri/Kansas City) and Greater New York that were good examples; stored in the Google Drive under Bylaws and Policies.

Wrap up & Next Steps

- Review action items
- Set next Board meeting date
 - Doodle poll – late November or early December – Kim to send out Doodle poll.

Respectfully submitted,

Kim Ositis, Secretary