



Washington State Society for
Clinical Social Work
Identity • Integrity • Diversity

January 26, 2019 Board Retreat

Present: Sue Moreland, Lara Okoloko, Ross Artwohl, Nidhi Berry, Nathaniel Amos, Katie Levy, Julia Kocian, Denise Malm, Emily Fell

Absent: Melissa Wood Brewster, Brian Prester, Aimee Roos (ex-officio)

Amendments/Approval of September Minutes:

Completed and approved via email 1/23/19.

Opening Ritual (Denise):

- What song represents you? We sang!

Diversity Survey Report (Nathaniel and Denise)

- Report prepared by Betsy Strewler, MSW, LSWAIC
- 21 questions, 84 respondents
- Out of responses, most members are in 50-70 age range (42.6%)
- Out of responses, only 9.76% under 30 years old
- Most members in Seattle, but 5% of respondents are in Snohomish County. Someone in Snohomish has actually reached out to Nathaniel to start a Snohomish arm of WSSCSW.
- Majority of respondents are in private practice
- For future reference: might be useful to have a checkbox option for “What identities do you serve?” rather than have it be write-in
- **An ask of Aimee: send the board a breakdown of our members by where they're located (Snohomish v. Tacoma v. Seattle etc.)**
- Most membership comes from word of mouth/colleagues
- Of members who responded to survey, 58% want to get community/network from their membership, 23% want mentorship, 10% want professional development, 9% want training opportunities
- Sue mentioned the problem of isolation in our practice, and suggested online groups, per this article:
<https://www.psychotherapynetworker.org/magazine/article/459/the-business-of-therapy>
- Affinity groups as an idea?
- We want to remember all issues of identity, like ableism and ageism, not just racism
- Suggested areas of growth, per respondents:
 - largest segment at 26% continue to emphasize greater diversity, greater POC membership, more POC in leadership
 - 30% want more agency members and younger social workers
 - Change name to Association rather than Society? This is an ongoing, previously referenced conversation.
 - more ethnic diversity

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- social gatherings at people's homes?
- **Action item: Have Aimee do a report from the survey, with things like:**
 - **geographic diversity**
 - **age**
 - **speak with Nathaniel and Denise on how to get this info onto the website, and be sure to note whether data comes just from respondents of survey, or is reflective of our entire membership**

Financial Health Report and Discussion (Sue and Lara):

- As of now, we're at 40% of our total income that we projected from last year. We're at 57% of expected expenses.
- Reviewed income by quarter for FY 2018 versus FY 2019. We greatly minimized expenses, but our Q1 income earnings also dropped from FY 2018 (\$28k) to FY 2019 (\$19k). Q3 earnings also dropped from 2018 to 2019.
- Stock market has affected our fund so we've lost \$5k
- PD committee update on expenses: most clinical evenings are yet to happen, and all tickets sold are pure profit since sponsorships are covering all expenses.
- Membership revenue is down, so we need to use clinical evening income to make up for that missing revenue (we budgeted to earn \$31k in membership dues, and we've earned \$27,435, so we have roughly \$4k to make up in clinical evening income because this is the only major way we earn income other than dues).
- Sue would like new solidified budget for next fiscal year by next board meeting in March, so she needs proposed budget from each committee.
- Financial vitality brainstorm by Lara contained three ideas that were seen as both highly feasible and likely to make a financial impact:
 - including a new board position for marketing - Katie and Emily would love to support this, especially in the context of Emily leaving the Newsletter committee and so Newsletter might fit into Marketing - discussed further after lunch
 - make money collection easier - **Sue looking into getting a Square reader with Aimee, and Sue can also look into getting a Venmo or cash app**
 - **ease of renewal - this is already in progress by Nathaniel and Aimee**
- tier 2 ideas, the next most feasible and potentially high financial impact
 - **taking in-kind donations - Katie shared she can inquire into these for PD events**
 - changes to CEU events (more ethics and suicide prevention and trauma CEUs)
 - **take sponsorships for conferences and clinical evenings - Katie/Lara already doing this**
 - make changes to the annual dinner (i.e. charging ticket sales, accepting donations, pass the basket) - discussed further after lunch
 - training calendar and/or job postings for a fee - discussed further after lunch
 - **discounted malpractice insurance - ask Aimee to look into this**



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- student discounts - requiring that students become members if they want to attend - **Sue looking into getting a Square reader**
- strengthen Associates committee and offerings
- Co-sponsorship can look like co-organizing an event and sharing profit (as we did with Coalition on our private practice event 1.5 years ago). Co-sponsorship can also look like a donation of venue or travel costs for our speaker (like what Dr. Kang has given us of Seattle U) and we don't share profit.
- A sponsorship is when an organization or person donates money or food or other some tangible good, and they are simply thanked
- How do we have sponsorship and co-sponsorship opportunities serve us, and how do we make it not make it weird for our members?

After lunch activity: social work charades!

Financial Health: Action Planning Report Out (all board) with further discussion of pre-lunch financial vitality ideas:

- Marketing chair discussion group (Denise, Lara, Emily, Katie):
 - We already need to replace Marti (listserve) and Emily (newsletter) - the idea would be to make both of these responsibilities one position with two chairs, and add in marketing... so this would be the same number of board members total, but they'd be linked together like Membership & Diversity are
 - call the position Communications & Outreach chair(s)
 - also can call it Marketing & Communications chair(s)
 - creating and disseminating brochures
 - reaching out to community events outside Society and being Liaison
 - encouraging board members to post events elsewhere in their networks
 - managing Listserve and On Our Minds newsletter
 - to consider: budget for brochures and postings
 - **an ask: send an email to all membership to see who's interested**
 - For future discussion: How to fill these positions? What do we need to include in our budget for these roles?
 - Lara will come up with job description based on small group conversation
 - After a vote, it was agreed to call the new positions as followed:
 - Role 1: Communications Chair - newsletter and listserve
 - Role 2: Outreach Chair - relationship building with other organizations, graphic design and wordsmithing for our ads, approach people who post on the Workshop Calendar to get them to post on our own calendar; reach out to Society for Social Work Leadership and Healthcare to crosspost events
- Annual dinner in early June discussion group (Sue, Ross, Julia):
 - return to making the volunteer dinner all about recognizing volunteers
 - all volunteer/committee/board members should come for free



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- order program to allow volunteer recognition to happen, have a looped slideshow of pictures of events and volunteers, have board members introduce themselves and thank committee members, ask for additional committee members
- have fun swag on tables like party hats
- fundraising component:
 - donations for specific causes like “fund student membership!” or “fund lobbying”
 - have donation envelopes
 - tiered entry fees for the dinner
 - silent auction
 - reducing alcohol costs by having a single drink ticket per person
 - selling tables
- Lara has started organization of event:
 - Options for location are Lunchbox, Tutta Bella, Giddy Up Burgers
 - touched on using an organization for food whose mission we support, like the catering company (who hires and trains refugee women) we used last year... but bulk of effort last year was coordinating between venue and caterer so this would be difficult
 - Have sliding scale contribution for when people register? And have suggested contributions?
 - Working group for the dinner: Lara will continue to spearhead, Julia and Nidhi will be her working group, Sue can help in small ways too
- training calendar and job postings discussion group (Nidhi and Nathaniel):
 - Aimee: responsible for processing money
 - Aimee: responsible for creating calendar on website
 - Aimee: responsible posting on calendar, automating to Listserve
 - Nidhi estimates that this would be about an extra 5 hours per month for Aimee after calendar is created, but need to check with Aimee
 - Nidhi thinks she would just need to add a column or two to already-existing grid with event location and perhaps contact info, but needs to discuss this with Aimee
 - \$39 to post on WSSCSW calendar and to send out via WSSCSW Listserve (basing on NASW charge to advertise to their list):
<https://www.infocusmarketing.com/lists/National-Association-of-Social-Workers-Member-Mailing-Email-Lists-NASW>)
 - In this section of our own site, add a subheader: “Promote your WSSCSW-approved event” (under “CEU application” on left side, modeled on NASW site:
<https://www.socialworkers.org/Careers/CE-Approval-Program/Promote>)



Professional Development

[Clinical Conferences](#)

[Clinical Evening Meetings \(CEM\)](#)

CEU Application

CEU Application

Authorization of Continuing Education Units

The Washington State Society for Clinical Social Work can authorize Continuing Education Units program that you may be offering in the coming year. CEUs can be authorized for all three licer and family therapists (LMFTs), mental health counselors (LMHCs), and social workers (LICSWs), i As you are undoubtedly aware, continuing education is an on-going responsibility for license re

As you consider your educational offerings for the coming year, we would be pleased to have y WSSCWSecretary@gmail.com for more information on our credentialing process.

- **Nidhi will talk to Aimee about next steps and include Lara in the conversation**
- Need to talk about distinguishing between our events and advertised events by other orgs
- on job postings: we won't create a dedicated section for job postings on the site but our policy will instead by to encourage interested posters to become members so they can post on our Listserve themselves

Community Building Discussion (Nidhi):

- Background info on the three efforts so far:
 - museum trip to Frye Art museum trip on group therapy exhibit - had 10 attendees
 - coffee hours - first had no attendees, second had 3
 - informal associates monthly group
- Ideas:
 - Because we have a lot of geographic diversity in our board right now, each board member can take on a month and host a meetup on a Saturday morning in their location, and it rotates so we each do 1 or 2 meetups per year.
 - We could use Meetup to organize these?



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- Summer potluck picnic? This could take the place of the monthly “coffee hour”
- Separate out Listserve members by geographic location? So that members can communicate just with their local community
- “create container for it to emerge” - the ability for community members to gather - Nathaniel
- Nathaniel indicated more of a need for “low fee supervision” than informal community
- make the meetups around specific things like an informal ethics conversation, or an addictions conversation, or a family systems conversation, or therapists in the media conversation, therapist movie night
- can also divide conversation topics by practice areas, like “new to private practice,” or “new to supervision”
- Outcome: we'll have a weekday evening and a Saturday morning, alternate every month, **Lara will do a Doodle and a Google poll and then share with Aimee the dates we pick and who's responsible for what**

Legislative Update (Lara and Julia):

- Laura Groshong has requested an extension of her contract at \$250/month to represent us at various committees, including the Bree Collaborative on Volk, L&I monthly meetings to include Masters levels clinicians as providers for injured workers, communicate with NPSI on the work of the WA Association for Mental Health Treatment Protection, being available to NPSI for legislative matters regarding mental health.
- Big picture: “Where do legislative matters fit into our organization’s mission in the context of our costs?”
- **In the next 6 months, we will dedicate one of our board meetings to our lobbying efforts, their efficacy, communication to membership, and strategy going forward (Julia)**
- There is a possible miscommunication - Laura may believe the contract was due for renewal in January 2019, but our active current contract goes through March 2019.
- In the copy of contract between Laura and WSSCSW that Julia presented, the other items Laura suggested (beyond volk/BREE) were not listed as work for WSSCSW.
- **Action item: Julia will double check contract and check with Melissa to make sure contract is live through 2019.**
- **Action item: Lara and Melissa will have conversation with Laura where we will continue contract through either March or June, and then end contract, on anticipation of work on Volk, and on anticipation of continuing reports on Volk.**

Closing:

- one thing you're grateful for
- a plan for how you can invite more of it in your life in the coming year



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Next full board meeting: Thursday, March 21, 2019 7-9pm in Room 306 at the UW School of Social Work.

Next Exec meeting (President, Secretary, Treasurer): virtually, one weekend in February, TBA

Respectfully submitted,
Nidhi Berry