



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

11/15/2018 Board Meeting

Present: Sue Moreland, Lara Okoloko, Ross Artwohl, Nidhi Berry, Nathaniel Amos, Aimee Roos (ex-officio), Brian Prester, Katie Levy, Julia Kocian, Denise Malm

Absent: Marti Hickey, Melissa Wood Brewster, Aliyah Vinikoor, Emily Fell

Introductions and Personal/Professional Check-Ins:

- Lots of board members are feeling overwhelmed - the holidays are upon us.
- Welcome, Katie and Brian, to your first board meeting!

Amendments/Approval of September Minutes:

Completed and approved via email 10/12/18.

Presidential Nominations

- Ross and Sue both nominated.
- Ross gratefully declined, citing personal obligations and inability to commute from Olympia as often as he'd wish.
- Sue wishes to speak further with Melissa about presidential duties and the time commitment before moving forward with her decision.
- Alternate plan: Lara would become official president from now until Summer 2019, at which point either Melissa would return to be president for a final year, or the board would be in a more robust place to select a new President. The board has many members who are either new or have just joined within the past six months; some time to adjust after joining would likely lead to more nominations later next year.
- After discussion, Lara agreed to be Interim President. Melissa would return to role of President in Summer 2019. Bylaws require membership elections for all Officers (President, Treasurer, Secretary). It was agreed elections are not required in this situation as Lara is serving as Interim President only until Melissa returns.
- Sue moved to elect Lara Interim President. 7 in favor - unanimous approval. Katie, Brian, and Aimee did not have voting privileges and thus did not participate in the vote.

Membership Drive, Denise and Nathaniel:

- By September, 180 out of 280 members had renewed. At that point, Aimee removed non-renewed members from the Listserve to encourage renewals, as this is biggest benefit to membership. Renewals are up to 218 as of today.
- New this year - very few phone calls to encourage renewals, and no physical mailer.
- Nathaniel shared that he made about 10 phone calls, and in those phone calls as well as in other methods of feedback, he's learned that many people did not renew due to retiring.



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- Nathaniel as a result of his acquiring feedback recommends an automatic renewal process, streamlining the process on the website interface.
- Denise shared Membership Committee would review membership form to simplify it. Will also use SurveyMonkey to solicit membership renewal feedback on the process and on why previous members didn't renew. Denise will also look into autorenewal.
- Denise and Nathaniel are also doing research into other organizations' membership fees and looking into increasing ours.
- Ideas on why membership renewals were low, and items to discuss/explore in phone calls to non-renewing members:
 - Laura Groshong's departure had an impact on involvement of older members.
 - Members are retiring in large numbers.
 - Log-in and application process are inefficient.
 - No reminder phone calls to non-renewing members.
 - No physical mailers to all members needing renewals.
 - To explore:
 - Was there a large number of students who didn't renew?
 - Did members / clinicians find our offerings to be of value?
 - Do people understand that multicultural competence is an important skill for a clinician?
 - Do we offer enough value to Associates who are in particular looking for mentorship opportunities?
 - Do all members have access to the listserv? Are invitations going to spam?
 - Is general recruitment robust enough?

Sue & Treasury Updates:

- Profit and Loss Comparison shared, enclosed in minutes.
- Losses from last year to this year in Conferences/Professional Development (down \$3k) and in Membership Dues (down \$1k)
- Question to consider: What are the risks involved in doing conferences to bring in money?
- Ideas to save money:
 - Ask for food donations from local businesses for events.
 - Co-sponsorship with student organizations to generate funding / sponsorship opportunities from the school / free space.
 - Generate list of free spaces for all events.
 - Reduce amount spending on lobbying and increase collaboration on legislation with NASW.
 - Don't do annual dinner if we don't have a committee to get in-kind donations.
 - Create marketing position for board to market events and build relationships to increase membership and sponsorships.



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- Not offer beverages and snacks at clinical events.
- Recorded ethics CEUs for our events and having people pay to access.
- Ideas to generate money:
 - Partner with NASW and/or NAMI for events or for members.
 - Charge for annual dinner and view it as a fundraiser, except for anyone who's volunteered throughout the year.
 - OR make annual dinner a sliding scale donation event.
 - Fundraising envelopes at every event.
 - Find out if there's room to increase membership dues.
 - Add another conference to the schedule.
 - Increase members, recruit.
 - Require student membership for student attendance at events.
 - Get a Square reader and have it present at all events for membership renewals and swag sales.
 - Increase membership literature / postcards / handouts about membership.
 - Have button on webpage linked to discount that invites someone to join. Also gives sender a discount if recipient joins.
 - Donor button on website.
 - Venmo or Cashup.
 - Malpractice insurance discount for members (American Professional Agency).
 - Increase sponsorship organizations for events / clinical evenings.
 - Offer more ethics CEUs and suicide prevention CEUs
 - Regional training calendar that organizations pay to be listed on for their events.
 - Monetize the listserve, pay to post on it.
 - Donation swag - for example, if someone gives \$50 for annual dinner, they get a sweatshirt.
 - Sell concessions at events.
 - Google ads and facebook ads to recruit members and attendance at events.
 - Have a board member or committee for Fundraising. Capital fundraiser. This person / committee would do "legacy" fundraising, perhaps framing as donating to lobbying or fund a student membership etc.
 - Buddy system to link older to younger members for mentorship.
 - Generate member buy-in by having small student scholarships to get students invested and engaged.
 - Make offerings for Associates more robust - exam study groups or classes, private practice set-up assistance, discounted supervision,
 - Referral database - a local version of Psychology Today.
 - An online sticker/medallion for people to have on their websites to indicate they're WSSCSW members.
 - Discounts for people who serve on committees or volunteer for the org. Incentivize volunteering.



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New Members for Board:

- Katie Levy - Professional Development Chair
 - Sue nominated, Nathan seconded. Unanimous approval.
- Brian - Associates Chair
 - Nathan nominated, Julia seconded. Unanimous approval.

Next meeting: ANNUAL RETREAT: Saturday January 26th, 9-4pm, at UW School of Social Work in room 305. Lunch provided.

Respectfully submitted,
Nidhi Berry