



BOARD MEETING AGENDA

Board Meeting Date: September 17, 2020

Location: Zoom Meeting ID: 988 5348 7637

Passcode: OCAEYC

Commencement Time: 6:30

1. Meeting Opening Called to order by President, Cristina Blevins at 6:35 pm

1.1 Introductions/Roll Call: Board members in attendance- Melissa W., Nancy, Kim, Sarah, Sandy, Hannah, Melissa D., Beth, Wendi, Ana; Members in attendance- Alex, Judith, Susan, Brittany, Robyn

1.2 Meeting Norms

1.3 Approval of Agenda

1.4 Approval of Minutes: moved by Sarah Shawesh, seconded by Hannah Thompson. Passed unanimously

1.4.1 [6/18/20 Board Meeting](#)

1.4.2 8/1/20 Retreat

1.4.3 [8/6/20 SBA vote](#)

1.4.4 [9/11/20 ED Termination](#)

2. Reports of Committee Chairs

2.1.

Financial Report by Treasurer - Melissa Wheelahan Goal:

- [2.1.1 2019-2020 Financials](#)- 2019-2020 completed budget and 2019-2020 end of year financial statement
- [2.1.2 July 1-August 6 financials](#)- Budget, reconciliation report, and state of financial position
- [2.1.3 August 7-Sept 4 financials](#)- Budget, reconciliation report, and state of financial position

2.2. Fund Development Report by Chair Sandy Avzaradel

● **presented**

- [2.2.1 Case for Investment](#)
- [2.2.2. Fund Development Plan](#) ○ 2.2.3 Strategic Plan goals

Case for investment to be used if we apply for grants, Fund development plan for capacity building

Question asked: can we define early education to include FCC? Yes, Sandy will edit.

2.3. [Board Development Report](#) by Chair - Krista Murphy Goals: 1 and 3

● **presented**

- 2.3.1 [2019-20 Board survey](#)
- 2.3.2 [Retreat Survey](#)

8 responses on retreat survey

Opening on committee for anyone interested in joining Krista's team

Today's Robert's Rules tip: don't vote to accept treasurer report, vote to accept the audit, accept annual budget and budget modifications

Follow up with Winter retreat. To focus on: deep dive into committees, more on Robert's Rules

2.4. Advocacy Report by Chair- Hannah Thompson

● presented

- 2.4.2 NAEYC Sign On [Document](#)

Following Hero's Act/ Coronavirus Relife Fund

Family Leave Act passed today

Census due 9/30

9/22 is National Voter Registration Day

9/29 Candidate Forum, partnering w/ ECOC

CAEYC retreat 9/19

Building platform on OCAEYC website

2.5 Membership Report by VP - Sarah Shawesh Goal:

● presented

- 2.5.1 Current Membership Number & Membership demographics : 91 entry level, 4 family, 489 standard/premium. 26% live in Irvine, 7 are international

- 2.5.2 Outreach strategy: Celebrate a member

● Call to Action

- 2.5.3. Call for committee to work on member benefits
- 2.5.4 Call for a committee to work on a family membership program

Membership services by Chair – Melissa Dahlin

● presented

- 2.5.5 [Membership survey data results](#)

- 2.5.6 How those results will turn into [action steps](#)

- [2.5.7 Resource tool](#)

- [2.5.8 Event Process Document](#)

9/26 Coffee & Conversation at 10am: members only, alternating with PD as well as alternating PM and Saturday morning

Professional Development by Chair – Nancy Dayne

● presented

- 2.5.7 PD update - review the content, numbers and finances of the event

- 2.5.7.a. Aug. 29, 2020 PD

- 2.5.7.b. OCRRT (Sarah)

- 2.5.8 Plan for future PD

Survey indicated need for PD on: licensing requirements, distance learning, staff needs

Communications Report by Co-Chairs – Beth Odom & Kim Diaz

● presented

- 2.5.9. Website updates & requests

Link to Google [Form](#) for social media posting

Website Statistics shared

● Scheduled reviews are the 2nd and 3rd Thursday each month, but please advise if an update is needed

● If you want content added to the website please email Beth Odom and copy Sarah Shawesh

● 160 visitors (up by 25% since August)

● Visitors spend an average of 4 minutes on the site

Member Newsletter (Email):

● August 2020 Newsletter Statistics:

● Sent successfully to 2,403 people

● 732 people opened it (30%)

● Highest number of clicks were for:

- Survey

- Professional development links

- Book recommendation
- Resources / Public Policy

Upcoming November Newsletter

- Items due to Beth Odom on October 26th (Please copy Sarah Shawesh on the email)
- Newsletter is scheduled to go out on November 9th
- Newsletter Content:
 - Board Member Spotlight: Wendi Evans
 - Committee Opportunities: Sarah Shawesh
 - Public Policy and Advocacy: Hannah Thompson
 - Inspirational Leadership Quote: Kim Diaz
 - Book Review: Beth Odom
 - Resources: Melissa Dahlin

- 2.5.10 Current social campaigns

2.6 Interest Groups Report by Chair- Maria Michea Goal:

- **presented**
- 2.6.1 FCC x 2
- 2.6.2 TK

2.7 Presidents Report by Cristina Blevins

Goal:

- **presented**
- 2.7.1 NAEYC Conference Souvenir Box
- 2.7.2 ECE Task Force
- 2.7.3 [NAEYC Survey](#)
- 2.7.4 [Communications Project](#)
- 2.7.5 New Executive Director (ED) hiring process
- 2.7.5a Discuss whether to delay our ED/staff plans and instead:
 - 1) Examine our current mission and strategic plan with a focus on OCAEYC's role in:
 - Elevating the voice and influence of ECE professionals from all settings, in the development of laws, policy, systems and projects that affect our profession.
 - Empowering ECE professionals to provide, defend and advocate for DEI/DAP and the rights of children (professional best-practice)
 - 2) Modify mission and strategic plan as needed to better focus on (1), with attention paid to identifying what OCAEYC will do directly vs what can be left to other orgs (with OCAEYC in advisory role)
 - 3) Determine whether ocaeyc is better positioned to accomplish (2) as a NAEYC affiliate or as a chapter of CAAEC
 - 4) Determine Staffing needs

- 2.7.6 [Annual Report](#)

Next Steps: write job descriptions for admin asst. And new job

Ad Hoc committee: Melissa W., Sarah, Marilee, Wendi, Hannah, Sandy, Krista

Meeting Finalization adjourned at 8:30pm

6.1 Next Steps

6.2 Next Meeting Nov. 19 at 6:30pm