

## SCV-CAMFT BOARD MEETING MINUTES

March 25, 2011

**Call to Order:** 9:10 am meeting called to order by Nanette Freedland

**Attendees:** Nanette Freedland, Debra D. Rojas, Shazad Contractor,  
LaDonna Silva, Pam Eaken, Judy McFarland, Carol Marks, Pam Milliken

**Absent:** Terryann Sanders,

### **Check-ins/Announcements & Appreciations:**

- Various board members provided announcements and updates on their personal and professional experiences and concerns.

### **Action Items:**

- **Action:** Upon motion by Nanette Freedland and seconded by Pam Eaken the Board Minutes for March 25, 2011 were unanimously approved.

### **President Report: Nanette**

- **Technology Update:**
  - Nanette provided technology update. She reported there are no major issues at this time.
  - Items to be addressed include:
  - A search for lower credit card fees is still in progress. Michael will advise the board when he has more information.
  - Issues with PayPal and renewals are ongoing.
  - The Therapist Search function is working. Currently it is the #2 page visited on our site. The Home page is the #1 page visited.
  - Newly-Licensed and Pre-Licensed content is prominent on the Home page.
  - Chapter Exchange is working. A new search function is working and there are fewer issues reported to the Webmaster.
  - Enhancing the classified ad section is ongoing.
  - The expanded listing and banner ads will be rolled out in the coming months.
  - Search Engine Optimization is ongoing.
- **Marketing Committee:**
  - Nanette reported the marketing committee members, Nanette Freedland, Judy McFarland and LaDonna Silva are reviewing the chapter's marketing plan. Nanette had a telephone consultation with Casey Truffo who provided suggestions for a more effective marketing plan. The board will consider ideas to present at a future meeting.

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### **President-Elect Report: LaDonna**

- Recruiting new board members: Eight people have expressed interest about the open positions.
  - A few people were interested in the Volunteer Coordinator Position, one was interested in the Business Development Board Position but no commitments were made. Announcements have been re-sent.
  - Three people expressed interest in the Luncheon Director Position.
- Nominating Committee: The intention is to have a nominating committee established by the end of March. The following steps will be to recruit and interview for new board members for 2012-2013.
- P&P for Speaker Contracts: LaDonna is working to finalize a new P&P for Speaker Contracts and will talk with Russell about format.

### **Special Events Report: Pam Eaken**

- Diversity Workshop: Pam presented a proposal for the September Diversity Workshop. The board requested Pam modify the format of the proposal to clarify the profit and break-even amounts.
  - Action:** Upon motion by Pam Eaken and seconded by Judy McFarland, the Proposal was unanimously approved with the recommendation that the format be modified to clarify the profit and break-even amounts.
- CAMFT Conference follow-up: Carol Marks and Pam Eaken are coordinating with the San Francisco and East Bay Chapters to provide hospitality to welcome attendees. They will provide snacks and food to attendees.
  - Action:** Upon motion by Judy McFarland and seconded by Shazad Contractor, the board unanimously approved \$300 refreshments at the CAMFT Conference.

### **Editorial Committee Update:**

In Terryann's absence Nanette reported Terryann informed her Russell Wilkie retired from the committee. Terryann is new to the committee and will provide a report at the next meeting in April.

### **Membership:**

Pam Milliken provided an update on the new member tea. No vote was required or taken.

### **Advertising Follow-up:**

Nanette checked with CAMFT for clarification on advertising requirements. According to the Business & Professions Code, Interns will not be given banner ads under the chapter's advertising promotion. Additionally, therapists advertising on the chapter website are to spell out the name of the license or include their license number when using LMFT. All banner ads will be corrected.

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**Meeting Adjourned:** 11:10 a.m.

I do hereby attest that these Minutes are an accurate accounting of SCV-CAMFT's Board of Directors Meeting held on Friday, March 25, 2011.

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Debra D. Rojas, Secretary

## SCV-CAMFT BOARD MEETING MINUTES

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### Job Description for Volunteer Coordinator Reporting to the President-Elect

1. Participates in volunteer recruitment including but not limited to:
  - Networking and soliciting volunteers at SCV-CAMFT sponsored events such as luncheons and support groups
  - Placing recruitment announcements in the newsletter and/or utilizing the chapter exchange
  - Responding to all volunteer inquiries in a timely and professional manner.
2. Maintains all necessary volunteer records, including up-to-date volunteer lists with contact information, availability, volunteer assignments, and volunteer time.
3. Coordinates Volunteer Recognition activities such as:
  - Announcements in the newsletter
  - Verbal acknowledgement of volunteers at events/workshops
  - Special events honoring volunteers
  - Certificates of appreciation distributed at the annual meeting.
4. Schedules and calendars all volunteer activities, and is responsible for ensuring that volunteers receive clear, comprehensive information about their job duties, location, job duration, etc.
5. Collaborates with board members and committee chairs to identify volunteer opportunities based on needs as they arise.
6. The Volunteer Coordinator may also choose to facilitate a volunteer group or group email on a bi-monthly basis in order to build and maintain relationships with volunteers and to address volunteer-related concerns, challenges and achievements.
7. Strives to ensure that the service of volunteers is utilized regularly and with the utmost respect for volunteers' time.

Updated 2/2011