



Membership Outreach Committee Meeting Minutes August 18, 2021

Call to Order

Time: 7:02 CST

Kristen McGraw

Roll Call

Present: 2-George Paffendorf, 3-Sherri Moore, 4-Aviva Vincent, 5-Missy Lamont, 7-Dionne Newton, 8-Jen Donahue, 10-Kristen Marcus

Staff: *Kathy Alm, Marsha Anderson*

Guest: *Joy Miller - KS State Chair, Jennifer Volkmann – Illinois State Chair, Judi Nelson – Iowa State Chair, Dayna Baynes – Communications Co- Chair, Jessica Freund – Communications Co-Chair2, Joan Berg- Region 6, Magee Harrison – Region 9, Courtney Mellor – Region 11*

Excused: Sarah Bronson, Erika Berg, Annie Mabry, Kaitlyn Siewart

Review and Approve June Minutes

Motion to accept by: George Paffendorf

Seconded by: Cookie (Kristen Marcus)

Motion passed to accept the minutes

Opening: Favorite Summer Activity

Courtney – it's endless summer here! Whale watching on the boat

Cookie – going to the mountains on horses

Maggee -gardening and going up to the mountains with her horse

Jen – eating watermelon

Dionne – catching fireflies with grandkids

Jessica – redoing her house

Joy – watching her son play baseball

Dayna – horseback riding in Wyoming back country

Jenn – longer daylight hours to see her horse

Joan – taking trips on her horse

Missy – eating watermelon, working in the garden, floating in the pool

Aviva – dressage shows on new mare, discovering why beginners is so fun

Judi – teaching her students to use a bow and arrow and hatchet

Sherri – nighttime pier fishing

George – flying airplanes

Kristen – fishing in her kayak

Marsha – naps

Kathy – traveling, getting out the mountains

PATH Intl. Office Updates

Kathy Alm

- *Hired a new Membership and Education Manager – Kendyl Berger*

- *Individual member renewal campaign- not able to get going due to losing Katie Clow, still looking to do this in the near future.*
 - *Aviva – requested clarification: One list we were waiting on was individuals who had not renewed by state, is there another list? Yes, the CTRI transition list which has been addressed.*
- *ENews – The Path Forward, make sure communications chairs share it online, helping move forward with pandemic, info on hiring instructors, info on Employee Tax Credit for centers who have employees – up to \$5000 tax credit/employee. Should discuss with tax expert. Deadline Sept. 30. Will be sent as needed to share pertinent information. If you have info to share, email Kathy. List of topics including volunteer recruitment, finding new horses.*
- *New Terminology Corner in eNews once per month*

Marsha Anderson

- *Next Innovation Circles – Board Development*
 - *Please help spread the word*
 - *Will start in Sept. and run through March (no meeting in Dec)*
 - *ENews – tips and tricks for handling the portal – share info/concerns with Karen*
- *George Paffendorf – asked about the “No Instructor Left Behind” final numbers. Kathy will ask Brett to send the numbers to the MOC*
- *Maggee – props to PATH Intl., they are changing their signage to Adaptive Riding Center*
- *Aviva – what are other regions doing? Region 4 was supposed to be having a state meeting in person. Thoughts on how to handle, virtual, hybrid, ??*
- *Marsha – Ohio in Oct planning on in person, but now will be virtual per Aviva following discussion*
- *Region 9 doing virtual*
- *Kathy – urged to watch local CDC guidelines, if still recommending masks and social distancing, she recommends doing virtual.*
- *National Conference postponed in 2021 and they are grateful they made that decision after speaking with Conference Center/hotel.*

Action Items

- *Monthly Outreach Report review*
 - *Make month a drop down*
 - *Broke question into two parts – use a whole number not a range of numbers*
 - *How many did you contact?*
 - *How many contacted you?*
 - *How many times did you engage in Member Connections – any group, not just MOC*
 - *Hours – do not include events info. That will be on the events forms*
- *Aviva – additional details, includes what topic was repeatedly discussed. For example, if many people inquired about DE credits, she would include that.*

- *Kristen – we will think about how to phrase or include recurring info*
- *Joy suggested calling it Most urgent topic/concerns this month*
- *Judi – asked who sees the monthly outreach report?*
- *Kristen – they are used at the end of the year to compile a report for Board of Trustees and Kathy*
 - *Region Reps should be looking at it each month and reporting to the office anything they feel should be addressed*
 - *Kendall should be looking at it each month as well – would help with current trends in the field being addressed promptly if needed.*
- *Kathy – for issues, contact sooner than monthly reports*
- *Marsha – having both Kendall and Region Reps look at reports will be helpful*
- *New reports are much less cumbersome, relevant info only*

Google Doc Event/Meeting Form & Post Event/Meeting Form review

- *MOC Meeting and Request form – all paperwork combined into one online form, for virtual or online.*
- *If in person – complete 90 days prior due to insurance*
- *If virtual – complete 30 days in advance, no insurance needed*
- *Internal outreach – to current Members (90% of outreach should be geared towards members) conferences, state meetings, etc.*
- *External – vendor at fair/expo, outside audience*
- *Ask if you have questions*
- *Post Event Form – record hours spent specific to that event (not included in Monthly Outreach Reports)*
- *Virtual Job Fair – It was suggested that due to the number of centers looking for instructors that a virtual job fair is held. Posted on Member Connections but didn't get very good responses.*
 - *Aviva – asked who would be the target audience for the job fair? Region 4 will attend local job fairs,*
 - *Kristen – centers could post their job openings online and individuals could look for jobs*
 - *Kathy – did it make sense for Regions or a Region/States to get together to do a virtual job fair, marketed to universities with EAS programs, social media, etc. Do some Regions want to do this? PATH Intl. will assist as needed.*
 - *Maggee – great opportunity for new graduates to look into*
 - *Region 4 would support this*
 - *Kristen - Put it on your “ponder plate” and give more feed back*
- *Aviva – on the ballot to be on the PATH Intl. Board of Trustees. Toby will take over as Region 4 Rep if Aviva is elected.*
- *Region 7 update –*

- *Judi – Iowa: Gave update on Region 7 Conference in Feb. 2022 in Ames, Iowa. Presentation ideas/presenters currently being considered. Call for abstracts has gone out. A Region 7 brainstorming Zoom meeting was held for members to offer suggestions.*
 - *Two new start up centers*

- *Dayna – Communications: sent intro email to Region centers asking for newsletter info*
 - *Two new potential centers. Also asked how to get notified of new centers in region? Office is working on getting a system in place to notify Region Reps.*
 - *Last newsletter – highlighted two recreational therapists. She has been communicating with others in Recreational Therapy, trying to share terminologies. Looked on website for universities that offer Therapeutic Riding programing but found it hard to locate the information.*

- *Joy – Kansas: Kansas centers are up and running and many finished a full season of summer camps and are starting their next sessions of services.*

- *Jenn – Illinois: Great virtual education, having some virtual education events coming up in the future.*

Other Business

Old Business/Action Item Review

1. Quarterly Outreach Plan update – make sure you update them!
2. Next Quarterly Newsletter materials due Sept. 30, 2021
3. Use NEW link for outreach reports!! Old link is no longer valid.
4. MOC Annual Meeting and Training - October 24th 1:00- 4:00 EST

Next Meeting

Sept. 15, 2021, Region 8 RLT invited with Jen D to take minutes

Adjourn

Time: 8:12pm CST

Kristen McGraw