

MINUTES FROM THE MOC MEETING 8/16/17

* taken by Shannon Middleton

Roll Call: Kandis Branum, Kathy Alm, Kimberly Price, Susan Lutz (Chair), Carol Petitto (3), Amanda Bubb (4), Erin Bevington (7), Shannon Middleton (8), Annie Mabry (9), Ronda Ward (10), Alicia Roe (11).
Notified Absence: Leanne Hatch (1), , Audrey Adamson (5)
Absent: Liz Carlson (2), Dena Duncan (6)

Introduction of attending guests –

Region Rep nominees - Kristen McGraw- Region 1, Mary Jo Beckman – Region 3, Jean Marist Region 7
Region 7 & 8 Leadership Team Members - Shelby Winnail and Joy Miller from Region 7; Cathryn Christiansen, Jen Donahue and Kimberly Haley from Region 8

Minutes: Vote will be held on line via MOC e-mail..

Old Business/Action Items:

Outstanding action items from previous conference calls. * See next page for details.

1. **Kandis** will add corrections/changes discussed for the RLT reporting link questions. **Note: corrections/changes will be done for the 2017/18 fiscal year reports. She has enlisted Karen in Membership to help to get each set for each region so that for 2017-2018 there shouldn't be any issues for recording. It's important that people reporting fill out the entire form and do not skip questions. Just put "no" if you did not do something.
2. Cher was going to report back to the MOC to summarize any changes she would make to the Region website pages to enhance and keep them consistent across regions after our discussions in March. **Kandis** will follow up with Cher.
3. Cher and Christine will create a survey from Region 4 to help establish Region Marketing Plan. **Amanda** will check with Christine to see if this is still in the works and **Kandis** will check in with Cher.
4. **Region 6:** the region's budget needs to be turned in
5. **Region 1, 4, 6 and 7-**need to get their RLT Outreach reports completed by Reps and each RLT member.

PATH Office Updates:

Susan - Please note that Sam Albrecht (formerly Director of Membership at PATH Intl.) will be reaching out to the Region Reps. He knows our business well and is offering consulting for strategy planning, business planning, Board/Volunteer leadership and training... to help any PATH member centers. Please open your email from him.

Kandis –

- At International Conference, the MOC meeting will segue out of the Leadership Luncheon. We'll be using the same room right after the luncheon. It will be Wednesday about 1:30.
- Please help Cher get a handle on Facebook as far as State pages and groups. She needs to be added as administrator on all groups to be consistent with PATH Intl branding.
- Kandis has been getting reimbursement requests on allocation forms. Allocation Forms are for the purpose of moving an expense from one budget to another. Ex: if a pmt was made using the PATH Intl credit card for a Region Outreach expenses. Please make sure if you need a reimbursement, you fill out

the Reimbursement Form. Kandis will put these on Google docs so we can access them as needed. There is a 60 day limit for reimbursement.

- Susan and Kandis are working on revising the handbook for Region Reps and State Chairs with the goal of a finish date of November.
- The name of our organization is PATH International. Please make sure all of your signatures have either “PATH International” or “PATH Intl.” This is for correct branding and because PATH International is copyrighted. (There is another organization that is “PATH”).

Kathy –

- Visited Riding for the Disabled UK in England. She will be sharing what she learned with our membership. They are a membership organization with certified members and centers, and they are very similar to us. They are more volunteer-run than we are and face many of the same challenges we do. Discussion about gathering data from the different associations to get the numbers of centers in countries to determine how many are being served is in progress.
- Kathy has been to 2 Regional Conferences in the past 3 weeks. Region Leadership Teams have been recognized by conference attendees for their hard work to put on these region conferences.
- Kay Marks in Marketing is working on the Special Education Campaign’s webinars. We’ll hear when they’re available. She’s also working on a marketing resource list for centers and certified professionals to use.

Kimberly –

- Region conferences for the calendar year are now finished. Thank you to the committees who put these on.
- She is working on the process of getting resources to help conference committees pick abstracts.
- Each region is set for the next year’s regional conferences and Kimberly’s looking forward to working with everyone.
- The question was asked if we have a resource to help presenters on their presentations (ex: not too many words on their PowerPoints, who PATH Intl is, who their audience is, etc.). Consensus was that it would be nice if we had something to give to presenters.

New Business/Action Items:

1. How do we engage and provide resources for our RLT members?

a. State/area Chairs –

- i. Engaging centers in discussions about: State-wide marketing effort. How do we encourage centers to begin to work together to identify key outreach opportunities to educate the public about all the PATH Intl. centers in the state/area and what they and the EAAT industry offers?
- ii. What the centers and professionals need help with, including discussions about how to best help.

Cathryn Christianson from OK reported that they’ve had difficulty choosing where to do the marketing based on location and budget, for example: the booths/events within the budget, don’t reach a lot of people. What are some areas that are friendly toward having our booths that are cost efficient? Each of the OK centers are located 100 miles apart so doing a booth in northern OK doesn’t help a lot of centers.

Susan suggested that the state decide what is best for the state (ex: is getting articles to newspapers the best?).

Rhonda in Region 10 reported that their State Chair in AZ goes to large horse shows (AQHA, Arabian), and PATH Intl. centers send volunteers for the show. Since they have volunteers at the show, the horse show will give them a booth for free.

State AQHA and Pro Rodeo were also reported to be interested in helping.

Kristen McGraw gave some ways to do outreach that do not cost such as the Council for Developmental Disabilities which each state has. You can give broad presentations about what EAAT is, what PATH Intl. is, and educate about EAAT.

Susan has gotten a discount for booths at conferences, when she was a speaker discussing PATH Intl. and EAA&T. Mandy groups are looking for resource booths for their members and charge very little to have a booth at their events such as at Autism fairs. Indiana and Michigan have attended local organizations' resource days (such as with Autism and Down Syndrome).

Annie was asked her opinion since she oversees states that are spread out. She reported that her isolated states are trying to find more instructors and more horses. Most people in these states know about EAAT and the centers are trying to build up to serve those who need the services. She feels that they are educated to talk about EAAT—they had a center that won a Gypsy horse that brought a lot of publicity. The media seems to be helping with the outreach by covering those who have won PATH Intl awards, Gypsy Horse contests, etc.

Rhonda with Region 10 has centers that are having huge problems with instructor and horse recruitment. They can't handle the waiting list of interested participants.

For those states with these personnel and horse challenges, should outreach be spent in a different way? There is not an easy answer because that piece is center sustainability which PATH Intl is working on in a different way.

Kathy suggested that one purpose of outreach is to educate the public about PATH Intl credentials (ex: the difference between centers that are and are not PATH Intl. member centers). What it means to choose a PATH Intl credentialed center vs a non-credentialed center and what it means to choose between a PATH Intl credentialed individual vs a non-credentialed individual. Educating the public in this way may help develop an interest in potential instructors, donors, and equine donations. You can also use your funds to work with non-PATH Intl centers to increase their awareness of PATH Intl and PATH Intl. standards.

Susan requested that each Region Rep please submit 2 ideas that we can put into a resource for our state and area chairs. Please send these to Susan.

b. Communication Chairs - Ways to organize and better utilize our Region/state Facebook groups.

Susan asked if it would be useful to set up a conference call for the Region's Communications Chairs so that they can network with each other and share their ideas?

Rhonda from Region 10 reported that their Communication Chair, Saebra Pipoly, chose equine welfare tough questions and invited discussions about these issues in an event format on Facebook. Not many responded so they'll put it on the Facebook page instead of as an event next time. The feedback they received was more about needing EAAT information for day to day operations, and they felt that the questions were based on horse psychology which has many resources. Saebra gave this feedback to Cher about what they'd do next time to bring more people into the conversation.

Susan asked what everyone thought of the idea of getting all of the Communication Chairs on a conference call to get an organized effort together with all the regions to share their ideas about how to better support the RLT. Cathryn Christianson reported that she felt it would be good for Communication Chairs to meet once a quarter to share ideas. Region 9 would like to participate. There were no concerns voiced about this idea. **Susan will draft an e-mail for Communication Chairs to communicate this call as a resource for the Communication Chairs. She will send to MOC for feedback. She will also work on finding a Facebook savvy individual to lead the call.**

2. **Are we ready to finalize the MOC Outreach report that we submit to the PATH Intl. Board of Directors, explaining what we accomplished with the funds they provided?** Identifying & discussing reasons some RLT members are not providing their 7/2016 – 6/2017 outreach information via the survey links. Some did really well and had 5 states reporting and others have not gotten theirs in. Region 9 has a spreadsheet with all the answers from the links. Shannon from Region 8 reported that she had not been consistent in sending it to the State Chairs; she was told to have everyone go on and fill out the report from what they've done for the year. We need to be able to tell the PATH Intl. board what we did with the \$30,000+ funds they gave us. Some Region Reps have been unable to read all the responses and to print them out to know of ways they can help their State Chairs. Kandis reported that we need to expand each column to the right to read everything. She will ask that the text be wrapped.
3. **Feedback from the recent Region Conferences.** Region 8 reported that they had a great conference with a strong team putting it on. Alicia had mentioned earlier that having a "This is your Audience" fact sheet would have been very helpful for at least one presenter at the Region 11 Conference.
4. **Briefly begin discussions on what we want to cover at the Intl. Conference at our MOC meeting & Region networking breakfast meetings.** Susan will send an email to get an agenda for this. For newly elected Region Reps, there will be a conference call prior to the International Conference to get them prepared. Kandis reported that the ballot will go out August 30th for Region Rep elections. Terms begin January 1 and are a 2 year term. Region Reps are allowed to run for a second term.

Adjournment: Next Conference call is Wednesday, Sept. 20, @ 8 pm EST

Region 9 Leadership & incoming Region Reps will be invited to attend next Conference call and Annie will take minutes.