

# MOC Conference Call Minutes

9/20/17

**\*\*To do list is in red.\*\***

Meeting called to order, **roll call** taken.

## **Roll Call:**

**Present:** Leanne Hatch (1), Elizabeth Carlson (2), Carol Petitto (3), Amanda Bubb (4), Audrey Adamson (3), Dena Duncan (6), Erin Bevington (7), Shannon Middleton (8), Annie Mabry (9), Ronda Ward (20), Alicia Roe (11), Susan Lutz (chair),

**PATH Intl. Staff:** Kathy Alm, Kandis Branum, Kimberly Price, Karen Province, Carrie Garnett

Susan welcomed and thanked everyone for their help and continued support of PATH.

Her goal by the end of 2017 is to have the MOC will have an honest assessment of what is helping or not helping our regions and our members. It should compare the amount of time required to the resulting benefits. The end goal to allow us to better spend our precious time on what provides the best support and outreach to our members centers and the gen public.

**Introduction of incoming Region Reps and the Region 9 Leadership Team:** Annie introduced Maggee Harrison as the incoming Region 9 Rep. Thanked her for taking notes of meeting since Annie was not able to stay for entire meeting.

**August Minutes** were approved unanimously.

## **Old Business:** (see action Items)

- Kandis reported that **Cher and Christine would like to keep the survey regarding Region Marketing Plan on agenda. They are working on a job description for a replacement for Christine and hope to report back to MOC next month regarding the status of this.**
- **Region 6 budget:** Budget must be in place before monies can be reimbursed. Monies spent before the date that the budget is submitted cannot be reimbursed.
- **RLT Outreach Reports:** All region reps have completed their Annual Outreach Reports for 7/16 – 6/17. Susan walked through the results of how many RLT members in each Region completed their outreach reports by using the online survey links. Disappointed in the lack of participation. 25 states did not respond, most Communication chairs and Conference chairs did not share their outreach. The monies allocated for Outreach and provided to each region for this purpose is approx. thirty thousand dollars. Annie suggested that it is up to the Region Reps to keep active, committed State Chairs and RLT members, so this important information can get back to PATH. If they cannot fulfill this requirement they should be replaced by someone who can. **Susan will send out one last email asking all RLT to share the outreach activities they performed while in RLT position.**

## **PATH Office Updates:**

Annual Awards Program: See attachment “Updating the PATH Intl. Awards Program”. Carrie, Karen and Kathy reviewed the email information and options regarding this program. Major concern is that it is a low return on investment – takes over 300 staff hours and countless volunteer hours to pull off and so few centers actually take the time to nominate individuals and horses. Question: How can we increase the number of nominations? A lengthy discussion followed regarding options that may streamline this program and at the same time increase participation.

- Feedback from members and centers is that they cannot afford to send their “winners” to conference – solution: Have awards given out at Regional Conferences.
- Veterinarian of the Year award pilot program: streamlined nomination form resulted in an increase in nominations received. All nominees’ names put in a pool and winner drawn randomly. Could follow same procedure for other awards.

- Region Reps do not like the random drawing concept for several reasons: diminishes the professionalism of the volunteer and professional of the year awards in the event someone is truly not qualified to receive it.
- All agreed every therapy horse should be a winner.
- Middle ground to be achieved by streamlining the number of “forms” and have the RLT do the vetting of submissions and present awards at the Regional Meeting. The winners would still be featured in STRIDES and acknowledged at conference – how these are selected needs further discussion.
- No one was in favor of “random” drawing concept.

**Kathy will take this feedback to the office for further discussion. A group email to MOC seeking additional comments will be forthcoming.**

#### Kandis

- Reviewed the election dates: 9/30 – voting ends; 10/5 votes counted/certified; 10/15 elected people notified. Annual Conference comp codes forthcoming for new Reg. Reps.
- **She and Susan continue working on the Region Rep handbook revisions.**
- Explained that the Communication Chairs Conference Call did not happen because only 6 out of 11 responded and of those only 2 could make one of the call options. **Kandis will try again with more call options.**

#### Kimberly:

- Reviewed content of email she sent regarding the Regional Conference abstract scoring procedure. See attached.

#### **New Business/Action Items:**

**Reach out to centers hit by Hurricanes and other natural disasters:** Shannon, Audrey and Jen suggested that procedures for doing so are included in the handbook. Keep it flexible in the event the Region Rep is involved in the potential crisis zone – have a State Chair contact available to go to if unable to contact rep. **Kandis and Susan will include something in the handbook.**

**Communicating some of the often unrecognized benefits of being a PATH Intl. member.** Susan requested and the Program & Standards Committee agreed that sharing with our membership, what the many volunteer committees have been doing to help strengthen our industry, will communicate PATH Intl. membership value. Each month one of the committees will share what they accomplished in their work that benefits our certified professionals, centers and PATH Intl. association.

**More CEU options for Driving and IV instructors** – Susan has been working on getting CEU resource ideas for Driving and Interactive Vaulting from the faculty in those activities. **It has been added to the “Regional Tips for CEUS” and Susan will include it in the next RLT MOC Update so that they can share them with their members.**

**Outreach Ideas resource for our RLTs** - Still accepting outreach ideas from region reps for the resource for State/Area Chairs. Half of the Reps submitted their ideas. If anyone has not had the chance to submit what works in their regions please do so. It is important to get ideas from regions with different center demographics and therefore outreach/marketing needs. Discussions during last month’s call highlighted this fact. **Susan will provide the final outreach ideas document with the next Bi-Monthly MOC update for the RLT.s It will also be added a resource to the State/area Chair handbook**

#### **Feedback on “friendly check-in” phone call to be made before 9/30/17 by the RLT members:**

Earlier in the year the MOC agreed that each RLT would reach out to the centers who were identified as either struggling or disconnected as discovered during the late center renewal calls. The PATH office supplied reps with the list of centers and contacts.

Question: Are the RLT actually making these calls? Should we keep it on the list of yearly tasks for the RLTs to do? Or should we drop it? Discussion revealed that though many regions are not making these calls, those that do get very positive feedback and a lot of appreciation from the centers.

**\*\*MOC voted to keep yearly “friendly check-in” calls to struggling or disconnected centers on it’s to do list. Region Reps should remind RLT members to make these important calls. They should also ask their teams to let the reps know if any center needs something from the region or PATH Intl. staff.**

**Discussion about RLT members who are not doing the tasks required in their role on the team.** The general agreement was that it was better to let each region know that there were empty positions on the RLT and therefore their region would not have the support that others had VS having people in those positions who were not doing anything. The latter option uses a lot of valuable Region Rep time and brings down the moral of the RLT. It also set up the false illusion that the members are being served locally and have representation.

Susan will draft an email that will go out to non-performing RLT members. The Reg reps will give their feedback. As always there is the “opt-out” option for those reps who would like to transition these members out in another way.

#### **Annual Conference:**

- **MOC Meeting:**
  - Wednesday 1:30 – 4:15. It will immediately follow the Leadership Luncheon in the same room. We will break in time for the Opening General Session. **Region Reps - Please email Susan your thoughts regarding what you would like to see covered in our only face-to face meeting.** Our next conference call is 3 weeks before the conference and will be dedicated to getting ready for it.
- **Regional Breakfast on Thursday 7:45 – 8:45:**
  - Keep it to a “Meet and Greet” and have discussion on what attendees would like to do for other region networking throughout the conference. Set expectation that each state/area can set up another opportunity to meet at the conference to review and identify issues members may want to share or to just have fun together.
  - Cher will make sure to promote via E-Blast prior to conference to get members there. Communications chairs in each region should also promote this.

Meeting adjourned at 7 p.m.

Attachment

## **Updating the PATH Intl. Awards Program**

As part of the strategic plan and from member input, staff has been reviewing processes related to the international conference to better serve the membership and effectively utilize association resources. One of the areas being reviewed is the PATH Intl. Awards Program. We reviewed the data of award nominations since 2013 and the average of centers participating compared to the total membership is only 9.3%. Staff spent an average of 300 hours on managing the program and volunteers spent an average 65 hours judging (all judging hours combined). With the low return on investment of the awards program, membership participation to the staff/volunteer resources, changes must be made in order to make this a viable program and member benefit. Also by updating the program to increase the number of centers participating we hope to see this increase the value to center/PAC membership and increase the return on investment.

What did the data show?

In the five year period (2013-2017) 212 unique centers have participated in the awards program. Of these, 58% (123 centers) have only submitted nominations one year, 20% (42) have submitted in two years and 14% (30 centers) have submitted in four or all five years.

Within the regions, two of the categories had very low region representation while the other two categories had higher representation. The following data is the median number of regions with only 0-2 nominations in a category.

- In the certified professional category seven regions had 0-2 nominations.
- In the veterinarian category six regions had 0-2 nominations.
- In the volunteer categories three regions had 0-2 nominations.
- In the equine category one region had 0-2 nominations.

With low region representation there is no winner (zero nominations), a winner by default (one nomination) or very little competition (two nominations). Other than when a category has no nominations, the same scoring procedure and resources are required as when a category has three or more nominations which again is not an effective use of staff and volunteer resources.

To increase participation in the awards program the association is piloting the following changes:

In the nomination process we took into account that centers are not likely to nominate year after year and the number of nominations has remained virtually the same over the five year period in each category. The association piloted this new process with the veterinarian award in 2017 and we saw an increase in the number of nominations by 237.5% and nominations from all eleven regions. In previous years only six to eight regions had nominations.

1. The awards nomination form will be abbreviated and from the forms meeting all of the criteria, the regional winner in each category will be selected in a random drawing.
  - a. The abbreviated form allows centers who may have previously felt they did not have time to complete a lengthy nomination form the opportunity to nominate in a more efficient manner.
  - b. The abbreviated form and selection of winner in a random drawing better utilizes the staff and volunteer resources available to manage the awards program.
2. The regional winners and/or their nominee will be asked to submit reference forms for consideration in selection of the international winner.
  - a. The reference forms will be scored by a judging panel and the winner selected by these scores.

Another barrier keeping members from nominating is the cost of registration and travel to the international conference. The data shows that the variance in nomination numbers can be correlated with the yearly number of registrations for the international conference. So to provide a different opportunity for those centers not able to travel regularly to the international conference, presenting regional awards at the region conference may give member centers who did not feel that they could nominate because of the cost of travel the ability to participate in the awards program, thus utilizing a member benefit and increasing the value of membership.

1. Regional award winners will be presented with a certificate at their region conference.
  - a. Additional winner gifts have not yet been determined.
2. Regional winners will still be recognized in the winter edition of Strides.

3. Awards will be presented at a session/event where all conference attendees are already attending, such as a region meeting, breakfast or evening event.

4. The presentation of awards does not need to follow the same ceremony as the awards banquet at the international conference but fit into the atmosphere of each unique region conference.

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#### PATH Intl. Awards

General Information to be submitted with every nomination:

Center Name

Center ID number

Name of person at center submitting nomination

Email address of person submitting nomination

Phone number of person submitting nomination

Name and email of secondary contact at the center

Nominee's name

Nominee's Address

Nominees ID number if applicable

#### Equine

Required Criteria: (for regional random drawing consideration)

Nominating center is a current PATH Intl. Member Center in good standing

The equine was actively involved in a minimum of one lesson/session in the PATH Intl. program at the nominating center over the past year in one or more EAAT activity (check all that apply)

Therapeutic riding

Hippotherapy

Ground work

Equine-Facilitated Psychotherapy (EFP)

Equine-Assisted Learning (EAL)

Interactive Vaulting

Driving

Competitions

The equine nominee's previous experience has added value to his/her services in the field of EAAT at the PATH Intl. Member Center

The equine nominee has an excellent attitude for work in the field of EAAT

The equine nominee's contributions are significant to this PATH Intl. Member Center

The equine nominee has good relationships with the participants with whom he/she interacts at the PATH Intl. Member Center

A center is ineligible to submit an equine nomination if the center's equine nominee won the previous year. This center did not have an equine award winner in 2017

Each center is allowed one nomination per award year in each category. This is the only equine nomination being submitted by this center for this award year

The equine award nominee has not won the PATH Intl. Equine of the year award in the last 5 years

## Volunteer

*Required Criteria: (for regional random drawing consideration)*

- As the nominating center, we are a current PATH Intl. Member Center in good standing
- The nominee has been active in the centers program for the entire year prior to this nomination and is still active at this time in the following area(s) (check all that apply)
  - Leading
  - Sidewalking
  - Administration
  - Fundraising
  - Recruiting
  - Special events support
  - Horse care
  - Horse training
  - Facility maintenance
  - Other
- The nominee's volunteer contributions are of the highest quality
- The nominee's volunteer contributions have helped enhance the ability of the center to provide **equine-assisted activities and therapies.**
- The nominee has a long history of volunteer service, either at the center or elsewhere in the community
- The nominee is reliable and consistently follows through with his/her commitments
- The nominee's volunteer efforts contribute directly to the overall goals of the center
- The nominee is not paid for their time at the center
- The nominee has not won the PATH Intl. volunteer of the year award in last 5 years
- Only one nomination per center allowed per **category. This is the only volunteer nomination submitted by our center for the current award year**
- A center is ineligible to submit a volunteer nomination if the center's volunteer nominee won the previous year. Our center did not have a volunteer award winner in 2017

## **Credentialed Professional**

*Required Criteria:* (for regional random drawing consideration)

The nominee is a Current PATH Intl. Member in good standing. Member ID# \_\_\_\_\_

As the nominating center, we are a current PATH Intl. Member Center in good standing.

Only one nomination per center is allowed per category.

The nominee has a minimum of 2 years experience as a PATH Intl. Certified Instructor/ESMHL/Credentialed EFP or EAL professional.

The nominee holds at least one of the following credentials. Please select all applicable credentials the nominee holds:

PATH Intl. Certified Therapeutic Riding Instructor

PATH Intl. Certified Therapeutic Driving Instructor

PATH Intl. Certified Vaulting Instructor

PATH Intl. Equine Specialist in Mental Health and Learning (ESMHL)

Equine Facilitated Psychotherapy (EFP) Credentials

Equine-assisted Learning (EAL) Credentials

The nominee demonstrates excellent teaching or other related skills.

The nominee demonstrates compassion and respect for participants and volunteers.

The nominee demonstrates safe, ethical and humane partnering with equines.

The nominee adheres to all applicable PATH Intl. Standards, guidelines and code of ethics.

This is the only credentialed professional nomination submitted by our center for the current award year.

The nominee has not won a PATH Intl. Credentialed Professional award in last 5 years.

## **Veterinarian**

*Required Criteria:* (for regional random drawing consideration)

As the nominating center, we are a current PATH Intl. Member Center in good standing

The nominee volunteers/donates a portion of his/her time or products to the nominating PATH Intl. Member Center

The nominee is licensed in his/her state or country of practice.

The nominee is a current member of the American Association of Equine Practitioners (AAEP).

The nominee demonstrates compassion and respect for clients and equines

The veterinarian goes above and beyond the call of duty as a veterinarian at a PATH Intl. Member Center.

The veterinarian provides exceptional service at a PATH Intl. Member Center

The veterinarian demonstrates safe, ethical and humane treatment of equines.

The nominee has not won a PATH Intl. veterinarian of the award in last 5 years.

This is the only veterinarian nomination submitted by our center for the current award year.

Only one nomination per center allowed per category.

Our center did not have a veterinarian award winner in 2017. A center is ineligible to submit a veterinarian nomination if the center's veterinarian nominee won the previous year.

## New Regional Abstract Selection Workgroup

Hello Conference Planners,

You may have heard that we have been in the process of adding an additional resource for selecting abstracts. After much discussion with our conference planners we have decided to move forward with the additional resource. This of course will be an optional service for regions, and will not be mandatory.

### New Process Outline:

- Regional Abstract Selection Workgroup will use their expertise to help score and approve abstracts submitted to the regional conferences. They will do this by scoring all submitted abstracts on a shared google spreadsheet.
- The region conference team will select up to 2 regional conference representatives to join the Regional Abstract Workgroup to select and score abstracts.
- After call for abstracts closes, the group will discuss the submission choices on a conference call, two weeks before the final content deadline. Ideally the regional conference representatives will have an idea of what content they would like to focus their conference on. Remember that the Abstract Selection Workgroup's objective is to approve abstracts that align with PATH Intl. Standards and best practices.
- Final list of approved abstracts is given to the full regional conference team to select sessions and organize a conference schedule to submit for the final content deadline.

Time line if you decide to opt in:

5 Months prior to conference	Call for Abstracts announced and applicants fill out a submission form on Google Docs.
16 weeks prior to conference(2 weeks prior to final content deadline)	Call for Abstracts closes.
16-15 weeks prior to conference date	Regional abstract selection workgroup and regional conference representatives meet on a conference call to discuss pending approval of submitted abstracts.
16-15 weeks prior to conference date	Regional conference representatives give the final list of selected abstracts to the full regional conference committee to put together conference schedule.
14 weeks prior to conference	Final content due to PATH Intl. office.
14 weeks	PATH Intl. confirms speakers, 2 <sup>nd</sup> communication about speaker needs will come from the region.
10 weeks prior to conference	PATH Intl. opens Registration.

- Regions that already have the call for abstracts open can still opt-in and Regions who do not want to participate will continue to plan as usual.

- If you would like to use this resource, please send a confirmation email and wait for further instructions.

