



Executive Board of Directors Meeting
Date: January 12, 2019 at 9:15 a.m.
Location: Executive Board Room (OKC)

1. **Call to order:** The monthly meeting of the Executive Board was called to order at 9:15 a.m. by Erica Jaramillo, President.
2. **Roll call:** The roll was called by Marcilee Carmona, Secretary.

Those present: Erica Jaramillo, president; Giovanna Rauchbach, 2nd vice president; Richard Womack, treasurer; Shenishia Booth, membership director; Marcilee Carmona, secretary; Tosha Swallow, public relations; MaRena Henson, marketing director; Michael Baskeyfield, news editor; Kristen Scott, legislative director; Lindsey Couch, community projects director; Humberto Cervantes, breakthrough to nursing; Dr. Dean Prentice, ONA consultant; Jessica Weidner, resolution chair #3.

Those absent: Hanna Steen, graduate consultant; Tara Conkel, presidential consultant; Maddison Vernon, NEC Northeast; Delta Sheta, NEC Northwest; Raychel Risner, resolution Chair #1; and Joni Welch, resolution chair #2.

President Jaramillo declared a quorum present.

3. **Old Business**

- a. State Roster has been submitted to NSNA – compliant
- b. **Minutes:** To be compliant with NSNA as a state constituency, all minutes from the previous year (2018) must be submitted by April 15, 2019; the week following National Convention. Moving forward in 2019, minutes for each monthly meeting will be sent to board members to review/edit within a week of the meeting. At the following monthly meeting, minutes will be approved from the previous month. Once approved by the board Secretary will submit approved minutes to NSNA.
- c. **Open Invoices:** NCED – paid; website manager – paid; programs – paid; keynote speaker – paid; 2018 financials are complete.
- d. **Taxes:** Treasurer is working on documentation to reinstate nonprofit status. Treasurer in communication with bank to receive previous years' statements; will take about two weeks receive documentation. Treasurer will submit remaining bank statements to CPA to complete paperwork for nonprofit status. The expected cost to reinstate nonprofit status \$1,000 - \$2,000.

Jenkins 1/19/2019 12:03 PM

Comment [1]: Severed ties – no longer using services
Open communication remains to transfer domain
Own domain, own logo

Jenkins 1/19/2019 12:16 PM

Comment [2]: \$255.60 – airfare and transportation (Uber)

4. New Business

- a. **Binders:** reference tool for ONSA, positions, bylaws, etc.
- Contract for Board of Directors commitment
 - Bylaws – each binder has specific role highlighted pertaining to duties, responsibilities, and expectations; read bylaws to understand expectation and responsibilities of the board as a whole; will be used as an accountability tool
 - Phone book – picture, contact info, and about me section
 - Minutes – approved minutes to be printed and used as a reference for future meetings
- b. **Position Information:** Article IV, Section 3 in the bylaws states, “candidates for office shall be chosen from among those members who are currently enrolled in a nursing program and have submitted a completed candidate application in compliance with ONSA Policy and Procedures regarding campaign regulations.”

- i. **1st Vice President** – position vacant; duties of role include assuming position of president if current president vacates position, convention planning, and obtaining speakers for convention; role needs to be filled ASAP

- **Option 1** – allow Ginnifer and Savannah to attend next month’s meeting, if they would like, and rerun for position of 1st Vice President
- **Option 2** – open position to committee members to run for 1st Vice President
- **Option 3** – open position members of ONSA and advertise 1st Vice President vacancy

Discussion: Possibility of opening position to current board members. Although it could be another option, if another board member runs for 1st Vice President their current position would be vacated. If said board member did not assume the role of 1st Vice President, the vacated position would no longer be available for them to hold and candidate would no longer be on the board. Option 1 could become problematic in the future; it’s implying that someone can assume a position on the board if accepted to a program and not enrolled in classes. Option 1 may look suspicious in minutes if former 1st Vice President vacated the position only to return to the position of 1st Vice President. Option 2 should be the first step and the best option.

- ii. **NW NEC Committee Chair** – position vacant
- c. **Contract Review:** The contract is a living document and may be amended.
- Roles and Responsibilities:** Committee members should be holding committee meetings regularly and as needed. Current committees include 5K committee, website committee, and Leadership Summit committee. Most positions on the board are a chair of their specific committee (example: Legislative Director is the chair of the Legislative Committee).
 - Meeting & Event Attendance:** It is expected that board members make every effort to attend each required event for the year. However, in 2019, Legislative Day and Leadership Summit occur during the same week and it may not be feasible for every board member to attend; especially those attending school in rural areas. This will be the only exception to attending required events and must be discussed with the president prior to the event.
 - Meeting Absences:** Executive Committee consists of President, 1st Vice President, 2nd Vice President, Treasurer, Secretary and a Consultant.

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Comment [3]: Executive committee discussed the interpretation of bylaws pertaining to running and holding a position on the board. Another student interested in running for the board was accepted into a nursing program, but not registered for classes at the time of elections in October. Ginnifer was enrolled in a program and wasn’t registered for any classes at the time of running for office. Executive committee voted about fairness of each student’s campaign to run for the board. Board voted for Ginnifer to vacate the position of 1st VP.

- iv. **Communication:** Miscommunications from the previous year has resulted in the implementation of CC President and Treasurer for all email correspondence. Ensure that emails are professional and if unsure of email etiquette communicate with President for assistance.
- v. **Board Meeting Behavior:** Physical attendance is expected for all board meetings. If unable to attend a meeting, teleconference is permitted. However, when calling into a meeting and not currently speaking to the board, please mute your phone to eliminate background noise. For recording purposes please state name and speak loudly.
- vi. **Fiduciary Responsibility:** Partial or total compensation is outlined in ONSA bylaws. It is necessary for individuals meet expectations and fulfill positions due to the cost of operation of ONSA (example: ONSA retreat – hotel, food, etc. or Nationals – hotel, food, travel, etc.).
- vii. **ONSA Policies & Procedures:** Currently in the process of developing a policies and procedures. In upcoming meetings, the board will review and make any changes necessary to the policies and procedures.
- d. **Email Workshop:** This will be completed at the next board meeting, February 9th. Board members are expected to have laptops/iPads available at the next meeting to create a uniform signature among all board members. When writing an email, address the individual formally (madam, sir, etc.), use complete sentences, do not use slang or jargon, have proper punctuation and grammar, reread email before sending, and always end email with “thank you” or a formal valediction. Do not disregard emails if it does not pertain to your role. Reply and CC the correct position.

5. **Financial Report:** Presented by Richard Womack, Treasurer.

a. **Account Balances**

- i. Account ending in **1499**: \$7,000
- ii. Account ending in **6779**: \$59,786.72
- iii. Savings account **6591**: \$28,929.46
- iv. Gross revenue of 2018 convention: \$38,160
 - ONSA out of pocket costs for convention to be presented at next meeting with net revenue from 2018 convention
- v. PayPal account: \$14,785.91

b. **Operational Budgets and Expenses**

- i. Monthly – Quarterly – Yearly – Special Events
 - Monthly – PO Box, storage unit, website
 - Quarterly – ONSA dues
 - Yearly
 - Special Events – board retreat, leadership summit, legislative day, national convention
- ii. Need for monthly report submitted one week prior to next scheduled board meeting

c. **Reimbursements**

- i. **Travel Reimbursement:** Refer to the bylaws regarding requirements to receive travel reimbursement. An electronic form for travel reimbursement was sent via email. Please complete the form for all 2018 travel, submit it to Treasurer by the end of the meeting to receive reimbursement today (1/12/19). Reimbursements are sent via PayPal. In the future, travel reimbursement claims

must be submitted within two weeks of the meeting and compensation will be received in one week of the claim submission. IRS has updated mileage reimbursement to \$0.58 effective January 1, 2019.

6. **Officer / Committee Reports**

a. **Website Committee:** Presented by Richard Womack, MaRena Henson, Erica Jaramillo.

- i. Reviewed attachment of website developer options with quotes and discussed pros/cons of each website developer.
 - **Weebly** – many schools and NSNA use it, fast upload speeds, good presentation on cellular devices, apps used to run website, ecommerce
 - **Wix** – organization with this developer won an award at Nationals in 2018, past experience with web developer, ease of developing website, relatively inexpensive, extra benefits such as access to apps, unlimited bandwidth ensures to countless people to visit site without slowing down, google analytics allows website to be towards top of page when people search “Oklahoma” or “nursing”, ecommerce, \$50 towards new logo
 - **Squarespace** – used by many large organizations, offers google ads, ecommerce
- ii. Change Logo
 - **Pros** – current logo is outdated
 - **Cons** – ONSA owns right of current logo, current website developer would charge approximately \$1,000 for a new logo, serves its purpose, would need to change existing items with current logo (shirts, banners, etc.), time frame exceeds our needs
 - **Suggestions** – contest for individuals to submit a logo and be voted on at convention, use websites that offer free graphic design services that use the final product as marketing, approach schools’ graphic design programs about the need for a new logo and vote for best design, start the research for upcoming board to carry out the idea, new logo should be launched at a big event such as convention

b. **Breakthrough to Nursing:** Presented by Humberto Cervantes.

- i. **Ideas/plans** – implement BLS program in high schools and teach students BLS, create a minute clinic at churches in low income communities
 - **Suggestions** – develop a proposal with budget, meeting with American Heart Association for BLS instructor certification, build upon current relationships with school faculty (coaches) in rural areas
 - **Goal for next meeting** – identify point of contacts and start the conversation, receive feedback from school faculty about interest in potential BLS program, contact American Heart Association

c. **Community Projects Director:** Presented by Lindsay Couch.

- i. **Ideas/plans** – outreach to children, partner with schools to teach first aid/CPR/safety, women’s health
 - **Suggestions** – review Oklahoma health report, childhood obesity, nutrition fair, newsletter associated with community projects partnered with NEC committee or include in Pulse Point newsletter about community needs/events

- **Goal for next meeting** – identify point of contact, receive feedback from community partners, develop a formal plan of goals
- d. **Legislative Director:** Presented by Kristen Scott.
 - i. **Ideas/plans** – reach out to smaller schools, explain the purpose of convention to smaller/less involved schools
 - **Suggestions** – focus on faculty engagement/involvement, bridge the communication gap between organizations and schools, Dr. Prentice to be the point of contact for school chapters
- e. **Marketing Director**
 - i. **Ideas/plans** – have a section on the website for school happenings (events or fundraising) to be promoted by ONSA, promote activities on social media as well, identify ways to engage and increase student activity
 - **Suggestions** – divide happenings by region, offer educational training at state convention, work closely with News Editor to promote Instagram/twitter/Facebook
- f. **Membership Director:** Presented by Shenishia Booth.
 - i. **Ideas/plans** – reach out to schools to update contacts, obtain SNA rosters from schools, send Leadership Summit invitations to schools within the next two weeks
 - **Suggestions** – obtain a list of schools from NSNA, schools bring bylaws to Leadership Summit, provide schools with info about documents SNAs are required to have for the school chapter, membership drive for schools that don't add it into tuition
- g. **News Editor:** Presented by Michael Baskeyfield.
 - i. **Ideas/plans** – update social media, improve advertisement on social media, complete quarterly Pulse Point
 - **Suggestions** – work closely with Marketing Director to promote Instagram/twitter/Facebook, change Instagram account from personal to business and promote via Facebook, submit a Pulse Point article for ONA quarterly newsletter
 - **Goals for next meeting** – set deadline for spring Pulse Point and have rough draft ready, promote Leadership Summit
- h. **2nd Vice President:** Presented by Giovanna Rauchbach.
 - i. **Ideas/plans** – contact Factor 110 to update them about person of contact
 - **Suggestions** – chair of convention planning committee to provide support to other members of committee
- i. **Public Relations:** Presented by Tosha Swallow.
 - i. **Ideas/plans** – reach out to faculty at schools providing education and support with school SNAs, offer school visits by board members, board members to visit campuses explain the organization and upcoming events, work on prospectus for convention, save the dates
 - **Suggestions** – sending schools reminder of support from board member, physical representation at school by ONSA members, Dr. Prentice is point of contact for school chapters, pass out save the date to schools/ONSA events
- j. **Resolutions:** Presented by Jessica Weidner.

- i. **Ideas/plan** – submit resolution through school chapter vs. state chapter at Nationals, potential resolution submission about improving thoroughness of sport physicals in adolescents
 - **Discussion** – if resolution is submitted to Nationals by the school chapter, it is due Tuesday (1/15/19). State chapter may submit resolution on the contingency it would pass during Leadership Summit house of delegate meeting (if it isn't approved during house of delegate meeting the state withdraws the submission), need to review resolutions submitted to NSNA over the past five years for duplicate/similar resolution, potential for ONSA to have a tab on the website stating support of said school's resolution with link for the public to read the resolution
- k. **5k Committee:** Presented by Michael Baskeyfield, Richard Womack, Lindsay Couch, MaRena Henson, and Erica Jaramillo.
 - i. Proposed name, "Scrubbing It 5K." Proposed date in the fall, specifically Labor Day weekend (August 31, 2019); weekends before and after proposed date has several running events. Proposed location, Stars and Stripes park. Location has public bathrooms and would rent port-a-potties. Fees include \$80 reservation fee, \$300 trash deposit, \$100 for 10 or less vendors, and insurance fees. Scheduled to meet with OK Runner to discuss planning and operational process of a 5K. Target group includes healthcare workers and runners. Will need to have the course measured and certified. Estimated cost \$3,500 excluding sponsors, vendors, and volunteers. Unknown costs include course measurement/certification, entertainment, security. Purpose to benefit the community, whether it's a scholarship for health professions students or donate proceeds to nonprofit free clinics. Estimated planning process should start 9-12 weeks prior to event. Provide "virtual" runs for satellite locations promoting health and exercise through the Community Projects Director.
- l. **Budget Proposals:** To be discussed at the next board meeting on, February 9th. Each position will develop a budget for the board to review at the next meeting.

7. State Convention Planning

a. Prospectus

- i. **Discussion** – wise to use layout from 2018; keep it simple, basic, and professional; three tiers [silver (*registration, preference of booth placement is considered, half a page ad in convention program, lunch for two*), gold (*registration, preference of booth placement, half page ad in program, one-night hotel stay, lunch for two*), platinum (*registration, top priority for booth placement, full page ad in program, company hyperlink on ONSA website for one year, one-night hotel stay, lunch for two, sponsorship of a speaker breakout session, \$500 scholarships in organization's name*)]; registration costs \$1,122 (silver), \$1356 (gold), and \$2,316 (platinum); early bird special if registered before August 1st (\$100 off); never had a platinum sponsor until 2018 convention; functions of app for convention allows a standard size hyperlink, scrolling ad at bottom of screen (increased cost), or create another tab to place sponsorship hyperlinks; have sponsors' ads on projector screen during open ceremony; keep early bird prices, but advertisement is essential for 2019 convention; preregistration is mandatory for vendors

- ii. **Suggestions** – need representation from all regions of the state; registration fee is expected within a week of reserving spot otherwise placed on waiting list
 - **Silver** – registration, preference of booth placement is considered, advertisement in app and in one edition of Pulse Point, lunch for two
 - **Gold** – registration, preference of booth placement, advertisement in app and in two editions of Pulse Point, one room reservation in hotel, lunch for two
 - **Platinum** – registration, top priority for booth placement, advertisement in app and in four editions of Pulse Point, company hyperlink on ONSA website for one year, one room reservation in hotel, lunch for two, sponsor a speaker breakout session, \$500 worth of scholarships in organization's name
 - b. **Save the Date**
 - i. **Discussion** – need by Leadership Summit (March 2nd) to pass out, need three quotes for design and quantity of 500, submit quote with mock up one week prior to next meeting (February 9th), blind vote to occur at February meeting
8. **President Report:** Presented by Erica Jaramillo
- a. **NSNA Broadcast Email** – each month NSNA would send an email informing other state associations and NSNA members about ONSA's happenings/events. Cost \$99 for a 12month subscription or \$25 for single one-time email.
 - i. **Discussion** – need to become more successful with social media and marketing before committing, spend \$25 for NSNA to send one email with ONSA Pulse Point and determine the success.
 - b. **Newsletter** – sell advertisements on quarterly newsletter, Pulse Point
 - i. **Discussion** – use newsletter ads as part of prospectus for following year (2020); it would need to be determined if ads are sold based on size and number of volumes
 - c. **Foundation of NSNA (FNSNA)** – partnered with 3M Littman to help fund the FNSNA scholarships. 3M Littman will match up to \$50,000. Asked to create own state specific website to raise funds and compete with other states/organizations/schools. Fundraising event ends March 22nd. President to set up website by the end of next week.
 - i. **Discussion** – difficult to see participant buy in, how would it be marketed to constituents, does not have to be geared specifically for students to donate, need to brainstorm which organizations to target for donations, promote on social media, start small and local (keep scholarships in Oklahoma) and next year focus on FNSNA scholarship fundraising
 - d. **Uniforms & Nametags**
 - i. **Discussion** – if new shirts are voted one, they are needed by Leadership Summit; red is a power color; better quality shirts; no polos; men to wear button down and women to wear blouse; need to order from uniform company; need to order name tags for new members; changing name tags from old style to state shape
9. **National Convention Planning**
- a. **Budget** – Last year's cost for 14 members to attend was roughly \$17,000. Budget included per diem, hotel room, flights, registration fees. Suggested budget for 2019

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Comment [4]: vote – budget

vote – per diem

vote – double vs quad room

convention per NSNA includes \$59 for per diem (same as last year, ONSA rounded up to \$60 per day), \$177 for a single/double room and \$192 for a triple/quad room, registration prior to March 11th is \$110 for students and \$115 for consultants, and airfare will roughly cost \$500; estimated budget for 2019 convention \$1,000 per person and \$19,000 for all members of ONSA.

- b. **Attendees** – in the past it has only been board members and only those that can attend the entire convention, need to set criteria potential attendees, decision for those able to attend by next meeting (February 9th)
- c. **Fundraising Table** – cost to reserve a table is \$100; last year ONSA sold t-shirts, compression socks, and decals; remaining t-shirt stock from 2018 national convention could be sold for 2019 national convention; it would be beneficial to add one more t-shirt design; quantity ordered for 2018 national convention was 550 t-shirts; transport stock t-shirts in 2nd suitcase; possibly look into offering a raffle

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Comment [5]: vote – criteria for attendance

10. Event Attendance

- a. **Legislative Day** – Monday, February 25th will consist of dinner with Oklahoma Nursing Association (ONA); Tuesday, February 26th is split into two events (morning and afternoon); option to set up booth and sell t-shirts; it is encouraged meet with local legislator; notify president of attendance for event (Monday, Tuesday, or both days); will need to reserve hotel rooms for board members planning to arrive Monday and stay for Tuesday's events
- b. **Leadership Summit** – Friday, March 1st will be monthly meeting for March and preparation for the next day; Saturday, March 2nd is Leadership Summit; committee members include Erica, Tosha, Raychel, Marcilee; speaker for Leadership Summit is Rhonda Laws (NCLEX prep and test taking skills); nursing panel Q&A for students; ONSA to provide lunch to students attending; registration is \$10; last year's budget was roughly \$250; budget will need to be increased to accommodate ONSA providing lunch; pay for hotel rooms for board members; students will preregister for event through event brite; event needs to be advertised at schools and via social media

Jenkins 1/20/2019 8:47 PM

Comment [6]: RSVP to president about attendance for event

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Comment [7]: Vote – budget for leadership committee

11. Voting

- a. **Motion I** – It was moved and carried to offer vacant 1st Vice President position to committee members.
Submitted by – Shenishia Booth **Seconded by** – Tosha Swallow
Action – Carried
- b. **Motion II** – It was moved and carried to reimburse committee members for all required ONSA events and not to include monthly meetings.
Submitted by – Michael Baskeyfield **Seconded by** – Richard Womack
Action – Carried
- c. **Motion III** – It was moved and carried to change mileage reimbursement to match IRS rate including annual adjustments if IRS changes mileage rate and is not retroactive effective January 2019.
Submitted by – MaRena Henson **Seconded by** – Tosha Swallow
Action – Carried

- d. **Motion IV** – It was moved and carried for mileage reimbursements to be submitted within two weeks of scheduled meeting and reimbursement processed by Treasurer one week following submission.
Submitted by – Lindsay Couch **Seconded by** – Richard Womack
Action – Carried
- e. **Motion V** – It was moved and carried to use Wix as website design developer.
Submitted by – **Seconded by** –
Action – Carried
- f. **Motion VI** – It was moved and carried to keep logo and not change it at this time.
Submitted by – Tosha Swallow **Seconded by** – Kristen Scott
Action – Carried
- g. **Motion VII** – It was moved and carried to continue with planning of the 5k event.
Submitted by – Kristen Scott **Seconded by** – Humberto Cervantes
Action – Carried
- h. **Motion VIII** – It was moved and carried to set up an Oklahoma branch of FNSNA fundraiser.
Submitted by – Lindsay Couch **Seconded by** – Tosha Swallow
Action – Carried
- i. **Motion IX** – ONSA will donate to FNSNA scholarship fund.
Action – Tabled
- j. **Motion X** – It was moved and carried to change current ONSA uniform shirt.
Submitted by – MaRena Henson **Seconded by** – Shenishia Booth
Action – Carried
- k. **Motion XI** – It was moved and carried to change ONSA name tags to new Oklahoma shape design.
Submitted by – Humberto Cervantes **Seconded by** – Richard Womack
Action – Carried
- l. **Motion XII** – It was moved and defeated make National Convention a required event for board and committee members if able to attend all four days of convention.
Submitted by – Tosha Swallow **Seconded by** – Richard Womack
Action – Defeated
- m. **Motion XIII** – It was moved and tabled to make National Convention a required event for board members if they can attend all four days and if committee members can attend all four days, ONSA will pay for room and board and registration.
Submitted by – Giovanna Rauchbach **Seconded by** – Humberto Cervantes
Action – Tabled
- n. **Motion XIV** – It was moved and carried for ONSA to have a fundraising table at National Convention.

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Comment [8] : Was not motioned, but did a hand count; majority in favor of Wix

Submitted by – Shenishia Booth
Action – Carries

Seconded by – Giovanna Rauchbach

- o. **Motion XV** – It was moved and carried that ONSA will pick a new t-shirt design to sell at National Convention.

Submitted by – MaRena Henson
Action – Carries

Seconded by – Shenishia Booth

- p. **Motion XVI** – It was moved and carried to change the prospectus to offer advertisement in Pulse Point and the app as well as approving the prices for each tier.

Submitted by – Tosha Swallow
Action – Carries

Seconded by – Humberto Cervantes

12. Review of Open Items for Next Meeting

- a. Officers/committees develop and provide report of plans for the year, including budgets, to Secretary one week prior to next meeting (February 2nd).
- b. Save the Date quotes for design and cost need to be submitted to ONA Consultant and President by February 2nd.
- c. Have sample t-shirt designs to be sold at National Convention at next board meeting (February 9th).
- d. President will send doodle poll for shirt (uniform) color.
- e. Send financial report, including tax status update, to Secretary by February 2nd.
- f. Email Signatures

13. **Adjournment:** There being no further business, the meeting was adjourned by President, Erica Jaramillo, at 1711.

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Comment [9]: Volunteers for t-shirt design – Gigi, Shenishia, and MaRena (due by next meeting)

Following meeting will discuss quotes and quantities