

FSIO Board Meeting

January 30, 2018, 6:00 p.m.-8:00 p.m.

In attendance: Catherine Moher, Nick Petten, Chanel Tsang, Toni Travo, Margaret Megitt, Caroline Côté, Cecilia Nisell, Erin O’Dacre, Ellie Murphy

Regrets: Cindy Smith

Agenda Item	Discussion Points	Action Items	Person(s) Responsible	Deadline
Welcome	Welcome to the board, Cecilia, Margaret, and Toni!			
Executive Appointment for 2017-2018	<ul style="list-style-type: none"> ▪ Catherine and Ellie willing to stay on the Executive Committee. Cindy would like to step off. ▪ Ellie happy to continue as secretary, and Catherine is willing to be co-chair. Erin is also willing to be a co-chair. We like to have two co-chairs. ▪ Nick is considering the treasurer position. He would like to have an off-phone conversation about the commitment. ▪ Motion to appoint Catherine and Erin as Co-chairs of FSIO: Nick <ul style="list-style-type: none"> ○ Seconded by: Cecilia ○ Catherine will take care of finances until the next board meeting. ○ Motion carried. ▪ Motion to reappoint Ellie as Secretary: Caroline <ul style="list-style-type: none"> ○ Is anyone else interested in the position? Has Ellie exceeded her term? <ul style="list-style-type: none"> ▪ Ellie has only been Secretary for one year and our terms are two years. 	<ul style="list-style-type: none"> a) Nick and Catherine will talk about the commitment involved with being treasurer. Other board members are welcome to join the call. b) Update the organization chart 	<ul style="list-style-type: none"> a) Nick and Catherine b) Sara 	<ul style="list-style-type: none"> a) February board meeting b) February board meeting

	<ul style="list-style-type: none"> ○ Seconded by: Toni ○ Motion carried. ▪ We can always revisit the Executive positions if board members rethink their interest. 			
Approval of the Agenda	<p>Motion to approve the agenda: Erin</p> <p>Seconded by: Caroline</p> <p>Motion carried.</p>			
Approval of the minutes from November 27, 2017	<ul style="list-style-type: none"> ▪ Motion to approve the minutes from November 27, 2017: Caroline <ul style="list-style-type: none"> ○ Seconded by: Catherine ○ Change to be made: Toni is a Program Manager with Connections Early Years Family Centre, not Connect with Us ○ Does anybody abstain? Is anybody opposed? ○ Motion carried. 	a) Amend the minutes	a) Ellie	a) February board meeting
Website Analytics	<ul style="list-style-type: none"> ▪ At a previous meeting, board members were wondering how many people visit our website. Ellie was to report back on the statistics. We are not currently tracking analytics, so a proposal will be made later in the meeting. 			
Concerns regarding Privacy Policy	<ul style="list-style-type: none"> ▪ When we updated our Privacy Policy, a concern was raised about the fact that we collect data through SurveyMonkey, which stores data on servers in the U.S. Canadians' personal information cannot be stored in U.S. because of new legislation; data stored on U.S. servers is exposed to risk. ▪ Can this concern be resolved simply by using the survey tool built into our new website instead of SurveyMonkey? Surveys for 	a) Cancel our SurveyMonkey account	a) Sara	a) As soon as possible

	<p>members can be conducted through the website, and surveys that are exclusive to board members can be conducted through Google Forms. The website survey tool and Google Forms are both free. Sara is familiar with the survey tool on our website and knows that it has the features we want, including the option to ask more questions than we can currently ask with our SurveyMonkey account. The first survey may take some problem-solving, and Nick is available to help and to suggest other survey tools if there are problems.</p> <ul style="list-style-type: none"> ▪ Motion to stop using SurveyMonkey and use the website instead: Nick <ul style="list-style-type: none"> ○ Seconded by: Catherine ○ No one opposed. No one abstains. ○ Motion carried. 			
<p>Organization Chart</p>	<ul style="list-style-type: none"> ▪ When the organization chart was first presented, questions were asked about its purpose (i.e., is this an internal or public document?). The Executive Committee considers the chart to be an internal and public document. The chart is useful for orienting new board members and for keeping track of who is a member of each committee. The chart will also be stored with anything board-related (e.g., with board minutes and a list of board members) on our website. ▪ The board agrees with the Executive. Since the chart may change a lot (e.g., people joining or leaving committees), it is important 	<ul style="list-style-type: none"> a) Post the organization chart on the website, along with board minutes and the list of board members b) Revise the chart, and share the updated chart with board members and via the website 	<ul style="list-style-type: none"> a) Sara b) Sara 	<ul style="list-style-type: none"> a) As soon as possible b) Ongoing (e.g., as committees and members change)

	<p>that the chart is easy to edit and revise on the website.</p> <ul style="list-style-type: none"> ▪ The chart is not currently posted on the website; it will be posted. 			
COMMITTEE REPORTS				
Membership Committee Report	<ul style="list-style-type: none"> ▪ The Membership Committee was waiting until after the AGM to meet. The Committee is waiting to see FISO's direction, which will determine its next steps. ▪ The membership survey was emailed to all board members in early December. ▪ Valerie Kenny would like to stay on the Committee, and Marie Bamford would like to join. ▪ FSIO has 7 new members through the AGM. ▪ Do we have a database of all EarlyON programs that we can email? The lists are public. However, with privacy legislation, we are not ethically allowed to mine the Internet for contact information; we need express consent to email people. We can promote membership by sending information to people we know, encouraging people to sign up to become members, and thinking of who has large contact lists. We can also focus on promoting something specific, like The Essentials, to other organizations. 	a) Keep the goal of promoting membership to more contacts in mind	a) All board members	a) Ongoing
The Seven Essentials of Family Support Committee Report	<ul style="list-style-type: none"> ▪ One of The Essentials workshops was piloted at the AGM and was well-received. <ul style="list-style-type: none"> ○ Sara is collating the feedback data. ▪ Now is the time to get The Essentials going. The Committee has an outline that needs to be fleshed out (e.g., with the goals for facilitators, with main points for each 	a) Check in with Sara about the feedback data from November 30 b) Update the organization chart	a) Catherine/ Chanel b) Sara	b) February board meeting

	<p>facilitator that leave room for individualization, and with a database of activities).</p> <ul style="list-style-type: none"> ▪ Ideas for promoting The Essentials: prepare a one-page brochure or a page on our website. ▪ Nick is interested in joining this Committee. Valerie is still a member of this committee. ▪ Did Caroline previously mention bringing The Essentials to Ottawa? Caroline chatted about doing so, but professionals and the city as a whole are reflecting on what professional learning will look like in light of changes in the sector. FSIO board members are welcome to Ottawa any time, however! <ul style="list-style-type: none"> ○ Nick is hearing in the field that people will be interested in professional learning focused on the family. 			
<p>AGM Committee Report</p>	<ul style="list-style-type: none"> ▪ We did it again! Yay team! ▪ Attendance was good: 53 people, including board members but not the approximately 8 Ministry staff. <ul style="list-style-type: none"> ○ We have had high attendance in the last few years. Professional learning components and Ministry guests are draws. <ul style="list-style-type: none"> ▪ The more we work on the professional learning component, the more we can charge people to attend in the future. ▪ Chanel and Priscilla did a great job with The Essentials! Chanel thanked everyone who helped, especially Valerie. 	<ul style="list-style-type: none"> a) Follow up with those who said that they would renew b) Get clarification from Sara regarding whether there were any brand new members 	<ul style="list-style-type: none"> a) Sara b) Catherine 	<ul style="list-style-type: none"> a) As soon as possible b) February board meeting

	<ul style="list-style-type: none"> ▪ There were 7 membership renewals on site, with approximately 10 people saying that their cheque was in the mail or they would renew online. ▪ Did we get any brand new members? 			
Website Committee Report	<ul style="list-style-type: none"> ▪ The developer fulfilled all of our requests, at last! ▪ Photos and video from the AGM are being added to the website. 	a) Update the website with photos and video from the AGM	a) Ellie	a) As soon as possible
Finance Committee Report	<ul style="list-style-type: none"> ▪ We are in a shortfall. Thus, we are taking \$4,190 from our reserves and hoping to get a major donation! ▪ Now that we are using PayPal and receiving donations through Canada Helps, it takes a while for funds to reach our account and appear on the financial statements. \$1,161 has been paid online but has not arrived in our back account yet. ▪ April 1-March 31 is our budget year. ▪ The Treasurer presents a financial report each quarter. ▪ We now have automatic membership renewal, as opposed to two membership renewal periods. ▪ If members do not pay online, Sara manually inputs their information. <ul style="list-style-type: none"> ○ Is this task taking up much of her time? <ul style="list-style-type: none"> ▪ We do not want to say no to paper renewals. We can be prepared to walk people through the online sign up at the AGM. 	<ul style="list-style-type: none"> a) Report back on upcoming website costs b) Email Catherine if you have questions about the financial report 	<ul style="list-style-type: none"> a) Ellie c) All board members 	a) February board meeting

	<ul style="list-style-type: none"> ▪ What are upcoming website costs? Approximately \$100 in the summer for hosting. Ellie can report back more specifically. <ul style="list-style-type: none"> ○ Is hosting a line item? <ul style="list-style-type: none"> ▪ We can budget hosting into communications. Website development will be removed as a line item now that we are done paying for the development of the website. ▪ We have \$11,279 in the bank, including a term deposit. ▪ We need to generate income. The Fundraising and Finance Committees can meet so that we are not relying on our reserves. <ul style="list-style-type: none"> ○ In the past, we had a City of Toronto Services Grant that funded us (but no longer does because we are not Toronto-focused) and the Trillium grant. The Essentials can generate income. ▪ Email Catherine if you have questions about the financial report. 			
<p>Communications Committee Report</p>	<ul style="list-style-type: none"> ▪ Thank you to Margaret for writing the January blog about layoffs! Cecilia has written additional content for the blog that will be discussed under New Business. ▪ A committee meeting will be scheduled for February. ▪ Latest e-blast stats: slightly less than 40% of recipients opened the email. This is lower 	<ul style="list-style-type: none"> a) Email Ellie if you are interested in joining the Communications Committee b) Report back on the average response rate to our e-blasts 	<ul style="list-style-type: none"> a) All board members b) Ellie 	<ul style="list-style-type: none"> b) February board meeting

	<p>than our typical response rate, likely due to the fact that the e-blast was sent on New Year's Eve.</p> <ul style="list-style-type: none"> ○ The next e-blast will go out in a week or so, as an e-blast is sent approximately every 6 weeks. ○ Sara does such an amazing job on the e-blasts! <ul style="list-style-type: none"> ▪ Are the Member Forum and the Member Resources the only perks for members, with the public being able to see everything else on the website? Yes, currently. ▪ Toni has been trying to promote the website within her networks. 			
NEW BUSINESS				
Strategic Plan	<ul style="list-style-type: none"> ▪ Using the diagram drafted during the board meeting on November 30, Nick created a survey for board members, with help from Sara. The survey was anonymous so that we did not have to commit to anything. ▪ 9 board members completed the survey. ▪ Respondents added to the list of stakeholders. <ul style="list-style-type: none"> ○ Who else is missing? Government (municipal and provincial) <ul style="list-style-type: none"> ▪ Email Nick if you have any more suggestions, and he will add them to the plan. ▪ The importance of each activity was rated, and Nick colour-coded how many people gave importance to particular activities. ▪ The survey also asked about outcomes. As board members, we might think about outcomes differently (e.g., be more 	<p>a) Email Nick any additional suggestions for stakeholders, ideas for how content in the draft strategic plan diagram connects, and interpretations of the content in the diagram. Cc the Executive Committee on the emails to Nick.</p>	<p>a) All board members</p>	

	<p>interested in new members), as compared to other stakeholders.</p> <ul style="list-style-type: none">▪ The results show how many people are interested in joining each committee and, therefore, what committees we need to devote more energy towards.▪ Is there an opportunity to combine activities and outcomes?<ul style="list-style-type: none">○ Yes; the activities and outcomes in the survey were copied verbatim from what board members said in meetings.○ Nick recorded suggestions that board members made today regarding how activities and outcomes can be combined.▪ Do we have a Strategic Plan Committee?<ul style="list-style-type: none">○ Nick is trying to develop the plan over email so that the process is democratic.○ After the board finalizes its draft of the plan, we can bring the plan to FSIO members.○ If we created a committee, it would be a short-term committee, as this is a three-year plan and we only need the committee to create the plan with the short- and long-term goals. We could strike a committee at the next board meeting if we think that is the best approach. Or, we might be ready to go to FSIO members for input as of the next board meeting.			
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	<ul style="list-style-type: none"> ○ Whether a committee is needed will depend partially on the volume of responses that Nick receives. ○ The process of creating a strategic plan can take a long time. It's important that the plan take as long as it needs; but time is also of the essence because we need revenue. ▪ Nick is a qualitative researcher who has systems for finding the themes in everyone's responses. 			
Website Analytics	<ul style="list-style-type: none"> ▪ Motion to join TechSoup for a grant to sign up for Google Analytics as a free way of tracking traffic to our website: Ellie ▪ Seconded by: Catherine ▪ Google analytics is usually free. ▪ What else can we access through TechSoup? (e.g., webinar technology? Does Sara need Microsoft products?) ▪ Ellie will research TechSoup more, will ask Sara what she might need, and will register for Google Analytics. ▪ No one opposes or abstains. ▪ Motion carried. 	<ul style="list-style-type: none"> a) Research what is available through TechSoup b) Ask Sara what she might need through TechSoup c) Register for Google Analytics 	a-c) Ellie	a-c) As soon as possible
Teleconferencing Options	<ul style="list-style-type: none"> ▪ We have started looking into other teleconferencing options because we spent approximately \$530 on Dialogue Conferencing in 2017. ▪ Nick sent a couple of options to the Executive, and the Executive was leaning towards Zoom. ▪ Ellie will report back on teleconferencing options through TechSoup before we make a decision about teleconferencing companies. 	a) Research teleconferencing options available through TechSoup	a) Ellie	a) February board meeting

<p>Appointment of Auditor for Review Engagement</p>	<ul style="list-style-type: none"> ▪ An audit was becoming too costly, even with a discount. A Review Engagement would cost approximately \$700 less than an audit. ▪ We have not been able to find a Review Engagement fee less than \$1,000. <ul style="list-style-type: none"> ○ We have done a Review Engagement in the past as OAFRP. We paid \$800 in the 1990s, which leads some board members to think that \$1,000 is a reasonable cost. ▪ Motion to appoint Clarkson Rouble as auditor for Review Engagement for the 2017/2018 financial year: Catherine <ul style="list-style-type: none"> ○ Seconded by: Cecilia ○ Clarkson Rouble has already been doing our audit. They reduced their fee when doing our audit. They would charge \$1,000 for a Review Engagement. In comparison, one board member's audit costs \$8,000, and her organization paid \$1,500 for a Review Engagement five years ago. We can open our books to explain why we did a Review Engagement if any potential funders question why we did not do an audit. We do not have any funders right now, anyway. If we get funders, we can put an audit in the budget and go back to an audit. Clarkson Rouble also audits one board member's organization. We do not have any current price comparisons because the board 	<p>a) Research costs of a Review Engagement</p>	<p>a) Toni and Cecilia</p>	<p>a) February board meeting</p>
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	<p>member looking into costs left the board.</p> <ul style="list-style-type: none"> ○ Toni and Cecilia will look into costs for a Review Engagement with firms that they know. <ul style="list-style-type: none"> ▪ Do we have to give the firm our financial information to receive a quote? We could tell the firm the size of our budget (as indicated in the financial report). ○ How important is it to appoint the firm by this meeting, as promised at the AGM? We can delay the appointment because we are doing our due diligence. ○ Motion rescinded. 			
Approval of Policies	<ul style="list-style-type: none"> ▪ When policies were presented at a previous meeting for approval, it was determined that board members needed more time to look at the policies before they could be approved. Sara has not received any feedback from board members since the meeting, so the suggestion is to create an ad hoc committee that revises the policies and recommends them for approval. 	a) Email Ellie if interested in joining the Policy Review Committee	a) All board members	a) Ongoing
Advocacy	<ul style="list-style-type: none"> ▪ A group of board members met a while ago to discuss layoffs and staffing concerns in the sector. <ul style="list-style-type: none"> ○ Cecilia drafted a letter/blog content based on the discussion. <ul style="list-style-type: none"> ▪ We could turn the draft into a position paper and ask for a 	<ul style="list-style-type: none"> a) Organize a meeting between those involved in refining the position paper b) Update the blog post c) Include the suggested message in the next e-blast d) Add Advocacy Week to the agenda for the next board meeting 	<ul style="list-style-type: none"> a) Catherine b) Ellie c) Sara d) Ellie 	<ul style="list-style-type: none"> b) As soon as possible c) Next e-blast d) February board meeting

	<p>meeting with the Ministry in order to present the paper.</p> <ul style="list-style-type: none">• The board needs to vet a position paper (as opposed to a blog post), so a committee could be formed to work on the paper.<ul style="list-style-type: none">○ Catherine and Chanel would be willing to work on the paper. We might be able to get Valerie involved, too.○ Feedback for the committee to consider: cite sources to strengthen the letter, gather input from members to inform the paper• While the paper is being drafted, we can update the blog post about layoffs to state “We are working on a position paper. Please give us input so that we can make it strong and bring it to the Ministry.” This message can also be			
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	<p>included in the next e-blast, since the e-blast likely reaches more people than the website.</p> <ul style="list-style-type: none"> ▪ We can discuss an advocacy week more at the next board meeting. 			
Raising the Bar	<ul style="list-style-type: none"> ▪ Chanel, Toni, Margaret, and Cindy spoke this afternoon about submitting a proposal for the Raising the Bar conference. ▪ The group discussed using the first of The Seven Essentials workshops, <i>The Seven Guiding Principles of Family Support</i>. This workshop is a foundational piece that aligns with the areas noted in the conference application: responsive relationships, reflective practice, collaborative inquiry, cultural competency, and unconscious bias. <i>The Seven Guiding Principles</i> likely differs from other presenters' foci. ▪ Margaret and Chanel offered to be facilitators. Cindy is not available on the date of the conference. Other board members are invited to join in preparing the proposal and facilitating the workshop. Names and bios of presenters need to be included in the proposal that is due February 15. ▪ Raising the Bar is an annual conference that the City of Toronto puts on with George Brown and other partners. The conference has been happening for many years. We think that people from outside of Toronto can attend. 	<ul style="list-style-type: none"> a) Inquire about the opportunity to have a table at the conference b) Proceed with proposal c) Email board members to determine whether they are interested in presenting at the conference 	<ul style="list-style-type: none"> a) Catherine b) Chanel, Margaret, Toni, and Cindy c) Chanel 	

	<ul style="list-style-type: none"> ▪ There is a cost for attending, which is a barrier to practitioners in school programs attending. <ul style="list-style-type: none"> ○ How are the two professional learning days promised by the province going to work? ▪ The conference is an opportunity for FSIO to promote its work. We could also have a table displaying FSIO materials. Catherine will inquire with the conference organizers about display opportunities. ▪ The Board supports Chanel, Cindy, Margaret, and Toni proceeding with their plan. ▪ The application is due February 15. ▪ Chanel will email board members not on the call to determine their interest in presenting at the conference. ▪ The application asks whether we would like an honorarium. We will ask for an honorarium of \$200, the amount being given to presenters at a conference in Windsor. 			
Next Meeting Date	A Doodle poll will be sent to schedule a February meeting		a) Sara and the Executive Committee	
Motion to Adjourn	Motion to adjourn the meeting: Catherine Seconded by: Chanel			