

Agenda

1.29.22

PALS:

Please do the following before the meeting.

- Start to **follow** PAL on each social platform and “like” or share **every** post. We can help make sure you are “following” the right channels and are getting notifications.
 - a. Insta-##projectadultliteracy
 - b. Linked In- Project Adult Literacy
 - c. Facebook- Project Adult Literacy
 - d. Twitter- @NMProLiteracy

- **Passive Fundraising:**
 - a. Did you know you can select PAL on your Amazon account such that PAL gets a small donation with each purchase? Search Amazon Smile- will show you how to select Newport Mesa Proliteracy. You have to renew this option twice a year.

 - b. Ralphs Grocery store has a similar option. Check out their community rewards program at <https://www.ralphs.com/i/community/community-contribution-program>

- **Read our website.** If you have any ideas for improvement, **bring them** to the retreat.

- **Visit** proliteracy.org (we are a member) and libraryliteracy.org (state literacy site), including the toolkits and resources. **Bring feedback** to the retreat.

- **Mark your Calendars:**
 - Board Meeting March 8
 - Board Meeting May 10
 - Board Meeting July 12
 - Board Meeting September 13
 - Board Meeting November 8
 - International Literacy Day -- September 8
 - Holiday Party – December 3
 - Events as scheduled (TBD) – including high school graduate acknowledgements
 - Set Reminder to Report Volunteer hours to Sarah each month.

The non-board meeting events are not only important, they are HEARTWARMING. A board presence is impactful and shows we believe in our tutors, learners, high school graduates and Cherall and Sarah. **Please attend when possible. You don't need to come alone—the events are kid-friendly and fun for others.**

- **Review “NMPL BOARD - 2021 GOALS” spreadsheet to refresh from last year, [here](#).**
- **Read the Agenda, below.** Think about what committee you would like to be on and if you want to be the committee organizer (planning meetings, etc.). Ashley and Jessica will be external but involved in internal as needed. **Come with an idea of your desired committee and what the agenda for that committee should be.**

Agenda:

- 1. Provide feedback from above To-Do list other than the committee selection.**
- 2. Internal/External Committee Reboot for a Less-Covid Daunting Year (from last year's documents). Decide who is on what and who is in charge.** We don't need to go through this during the retreat—should be explored during your committee's first meeting.

Internal-Revisit Google Docs from last year.

- *[CHERALL, WAS THIS ACCOMPLISHED? ANYTHING ELSE?] Review all formation documents (bylaws, etc.) and update/revise:*
 - *Bylaws (Jessica, Jill)*
 - *Financial Control Policy (Ellen, John, Vincent)*
 - *Conflicts of Interest*
 - *Commitment*
 - *Job Description (not Cherall's—will discuss later)*
- *Review Learner/Tutor Program*
 - *All Tutor and Learner Facing Administrative Materials*
 - *Update, revise, innovate as needed (need Cherall or Sarah on this so we don't miss anything nuanced)*

- *Any way to incent learners to refer a friend? A personal recommendation could be highly effective. Privacy Issues?*
- *Improve Board communication methods and frequency-develop schedule and plan for this*
- *Restructure Board meetings to have committee updates and progress reports (use Ashley's template?)- task oriented, consider some anecdotal success story sharing at each so the Board is more in touch with the program (not just conceptual)***** High Priority*
 - *Develop Ashley's notion of metrics? Useful? Could be useful in outreach?*
- *Consider another half day collective mid-year if we need it.*
- **External-** *Revisit Google Docs from last year.*
 - *If we decide to hire any third parties (PR/Media Consultant or Salesforce programmer)-curate resumes/proposals and present options to Board.*
 - *Pipeline Development - Learners*
 - *Reach out to collaborative partners in the community (use list)*
 - *Write the letter/script the call/use prior communications*
 - *Pipeline Development – Tutors*
 - *Reach out to local senior centers, active senior living homes, churches (can use same letter, just tweak).*
 - *Are we on all the local volunteering apps? Not sure what these are.*
 - *Do we have tutor centric flyers? (could post at the balboa branch, yacht clubs, elks, senior center cafeterias, etc.)*
 - *Facebook*
 - *UCI, Chapman*
 - *Pipeline Development - High School Program Students*
 - *Assume there could be a need in about 3 years for those who dropped out during COVID and never went back. Many students are/will be lost. Have to be over 18?*
 - *Do local high school counselors know we exist?*

- *Pipeline Development – Advisory Board*
- *Nurturing and Development- Donors*
 - *What additional outreach shall we do that THANK/SOLICIT*

3. **Succession**- how can the board help/participate in/ease the transition?
 - a. Developing manual for successor*
 - b. Job description update*
 - c. Develop hiring procedure-who is interviewing? What is the timing?
 - d. To discuss Cherall's involvement at close of retreat.
4. **Event**- Leave it to the event committee to determine what is appropriate. They are meeting next week. Stephanie to communicate to Board post-meeting.
5. **Money/Improvements**
 - a. Salesforce programmer needed
 - i. Does board approve that we offer former learner Mandy an annual contract?
 - b. Need to find CPA replacement (5 hours a year)- use our network?
 - c. Ideas on what to do with money... investments or ?
 - d. Shall we hire a Marketing/PR expert?
 - Our two most important objectives (ahead of attracting donors) are finding:
 - Tutors –referral incentives? Other ideas?
 - American born learners
6. **John** to share notes from the Marketing seminar --- good activities
7. **Jill D** has a recommendation for a possible board person to fill Lauren's seat
8. **Jessica** to ask about volunteering as a group in community/library, etc. With identifiable PAL swag. **Let's talk about PAL swag, too.**

Cherall to depart.

9. **Cherall as contractor** (assume a 3 month gap plus how long replacement needs to get up to speed)
 - a. Keep program running
 - b. Reporting (state)
 - c. Taxes
 - d. July and August orientations

- e. Document arrangement, have invoicing policy, consider tax consequences, etc. Arm's length, Board-approved transaction.
 - Maybe Jill D can help with documentation
 - Ashley to assist with tax implication information.