

**Sigma Theta Tau, Alpha Eta**  
**Board Retreat – September 5, 2013**

- I. **Establish Quorum** – established. 13 people present (9 needed for quorum).
  - a. Hayley Brown, Jenny Choo, Shirley Evers-Manly, Lisa Richard, Schola Matovu, Linda Gregory, Liz Halifax, Daniel Linnen, Rebecca Dennison, Pat Sparacino, Sarah Oppenheim, Lou Mulligan, Christina Andrade
- II. **Ice Breaker**
- III. **Passing Inspection – President’s Report**
  - a. Last year pulled in a lot of new members and members from other schools (i.e. Stanford and UC Davis).
    - i. New website, social media presence, etc. really helped. Let’s continue that in 2013-14.
  - b. Working with other regional STTI Region One chapters to collaborate more.
    - i. Some chapters struggling – i.e. SFSU and Dominican University
    - ii. Trying to do more regional events to help the smaller chapters and share the expenses and also garner more support / people coming.
  - c. We should do more outreach / community events this coming year. We didn’t do enough of it in 2012-13.
    - i. Perhaps we make a monthly or quarterly event schedule to get out in the community more?
      1. i.e. doing first aid and/or participating in community events such as AIDS Walk, Komen Breast Cancer Walk, etc.
  - d. We are going to the STTI biannual leadership conference in the Fall.
    - i. Shirley, Jenny, and Rachel Rojo, and Iffy are going.
  - e. Alpha Eta is supposed to have a strategic plan. And we don’t have one yet. Our strategic plan should be aligned with the international STTI strategic plan.
- IV. **Building Structural Integrity – Financial Report**
  - a. Golden One balance (as of 7/31/13): \$23,851.85
  - b. Savings Account (as of 7/31/13): \$1,439.13
  - c. UBS Value (as of 7/31/13): \$67,938.15
  - d. Tax returns are DONE!
    - i. Amazing, done early this year.
  - e. Our accountant helped straighten out our accounts in our UBS accounts (so now statements and QuickBooks match!)
  - f. Accountant wants a copy of our articles of incorporation / state corporation number. He can’t find them on the state website.
    - i. Pat and Lou don’t think we are incorporated. We are part of the international STTI.
    - ii. Pat will look into it more and send Christina the info she has.

- g. Waiting to finalize the 2013-14 budget until we decide how much we are putting towards the 50<sup>th</sup> Anniversary celebration.
  - i. We will handle the budget at the next meeting after we've talked more about anniversary plans tonight.
- h. We may want to think of a strategy of how to reach / do we want to reach out to people who were granted membership / invited to induction but never paid their dues (so never became members).
  - i. i.e. 2009 and 2010 has approx. 40 people / year who never paid...
    - 1. Shirley will follow up with STTI's national office to check and see if they ever paid (i.e. if this is a problem with people not paying or if this is a problem with the data reporting system during these years)
    - 2. Many of these people we don't have current email addresses for, etc.
    - 3. Shirley, Jenny, and Christina will re-review the STTI database lists, etc. and follow-up on this matter.
  - ii. This is a good reminder of why we should do the membership drive earlier on in the year (i.e. January 2014) so that gives us a lot of time to follow-up with people who haven't paid yet.
- i. Sarah motions to have a line item in the annual AE budget to cover refreshments for board meetings (to supplement the money we get from OrgSync). Amount to be determined at the next board meeting once we finalize our budget.
  - i. Daniel seconds the motion.
  - ii. Vote – motion passes unanimously.

#### **V. Update on School of Nursing**

- a. Cheryl Kemp retired. She was the one who has helped us with research awards, etc. We need to figure out who will help us this year – TBD but probably Jill or Helen.
- b. Mike will still be the point person for room and conference call arranging.
- c. STTI has a mailbox in the SON office on the 3<sup>rd</sup> floor by Charlotte's desk.
  - i. Perhaps Victoria can check it regularly since she's already frequently in the SON?
- d. There are a lot of changes going on in the SON now. It's an exciting yet also scary time.
- e. Trying to maintain and foster relationships within the SON leadership.
- f. It would be great if the SON has updated contact information for bounced-back email addresses. This would help us update our database for folks who have graduated.

#### **VI. Establishing a Foundation - Pat**

- a. We have a nursing leadership and research fund / endowment and a fundraising task force which Pat chairs.
  - i. Task force members are Pat, Kevin Worth, Linda Gregory, Zina Mirsky, Therese Doan.
  - ii. In 2006 the Alpha Eta board looked at future funding for research and leadership awards and the Tau Lamda award we fund in Africa.
  - iii. Goal was established to raise \$400,000 by June 2014 for this endowment so that at 7% interest (what we were getting at the time!) we could fund our projects on the interest alone of the account and the principle would stay untouched.
  - iv. This account is managed by the UCSF Foundation.
    - 1. The UCSF Foundation takes a 1% cut of every donation. They take another 4% every time money is dispersed out of the account.
    - 2. We cannot get interest until we become an endowment. We are currently a fund, not an endowment. The UCSF Foundation strongly encourages us to make that change to an endowment. There is some risk with being an endowment, however (i.e. we could lose value if the stock market crashes).
  - v. We began a fundraising campaign
  - vi. Current balance in our fund is \$143,165.
    - 1. The board put \$100,000 from the UBS account into this account.
    - 2. \$43,165 is from general fundraising – mostly from a small handful of very generous donors.
  - vii. Donation solicitation tactics included a letter mailing campaign and an online donation option.
    - 1. Solicited charter members, current membership, past presidents, award recipients, etc.
- b. The fundraising task force brings forward five proposals:
  - i. Pat motions that each year in May, the Alpha Eta board will approve an amount from AE operating funds which is equal to the total dollars donated to the Chapter through STTI, and designate that amount to the AE Research and Leadership Fund (AKA the endowment).
    - 1. Motion seconded – Liz
    - 2. Discussion – none
    - 3. Vote – motion passes unanimously
  - ii. Pat motions that the AE board will increase chapter dues by \$5 / year effective July 1, 2014. Each May after that date, the AE board will multiply the number of active members by \$5 and will contribute the sum to the AE research and leadership fund (AKA the endowment).
    - 1. Motion seconded – Sarah

2. Discussion:
  - a. Current dues are \$69.50 for STTI international and for Alpha Eta are \$45.
    - i. So a \$5 increase would bump it up for \$50 / year.
    - ii. We haven't raised our dues in a number of years so this could be like updating for inflation.
  - b. Current active membership are around 670. We can run as high as 850 – 900. We have easily over 3,000 inactive members.
  - c. Membership is trending up, not down, Shirley thinks.
  - d. Motion would require a change in the chapter's bylaws (Governance Committee). So would need to start moving on the change now for next year.
3. Vote – motion passes unanimously
- iii. Pat motions that AE board members will create a goal of 100% board participation in contributing to the AE research and leadership fund (AKA the endowment).
  1. Motion seconded – Hayley
  2. Discussion:
    - a. Would this be an annual donation or a onetime donation?
      - i. Answer is annual donation as long as on the board.
  3. Vote – motion passes unanimously
- iv. Pat motions that AE fundraising task force will create a goal of 100% task force participation in contributing to the AE research and leadership fund (AKA the endowment).
  1. Motion seconded – Liz
  2. Discussion – none
  3. Vote – motion passes unanimously.
- v. Pat motions to change the STTI, Alpha Eta research and leadership fund to the Alpha Eta research and leadership endowment.
  1. Motion seconded – Linda
  2. Discussion:
    - a. Is the interest put directly back into the fund? Answer is yes.
    - b. Can we talk to the UCSF Foundation about what kind of investments they make with our money? Answer is no, we have to go with what the whole UCSF Foundation fund goes with. Changes have to go through a vote of the UC Board of Regents.

- c. Can we have somebody from the UCSF Foundation come talk to the Alpha Eta board about what the investments are, etc? Answer is yes.

3. Vote – motion passes unanimously

## VII. Nailing it Down – Committee Reports

### a. Governance Committee

- i. We decided we set the membership application due date was too late last year. Want to do earlier this year.
- ii. Membership eligibility is a 3.5 GPA for MEPN students having completed half of the program and a 3.0 for MS students having completed at least 9.0 units.
  - 1. So could have application drive beginning in January, conceivably.
- iii. Daniel included info on Alpha Eta in the school's orientation materials. This is the first time we've got info to potential candidates that early on in their education at UCSF.
- iv. The past two years Daniel made a presentation in a large, all MS class, soliciting membership.
  - 1. Daniel has graduated. So somebody has to step-in to make these announcements.
    - a. Liz volunteered to help!
- v. It would be great to have talking points of why people should join Alpha Eta.
  - 1. Daniel thinks Cathy Bain already made this. He'll look for the document and share it.
  - 2. Also we should post this on our website.
- vi. Nurse Leader application promotion
  - 1. Kevin Worth contacted Kaiser people
  - 2. Daniel contacted CA Association of Nurse Leaders listserv
  - 3. Ann contacted folks at Stanford
  - 4. Perhaps this year we can also target the VA and CPMC since we have board representation at these places now.
- vii. Governance committee is responsible for updating the bylaws. But nobody on the committee has a copy of the bylaws!
  - 1. Pat has a copy! She'll share.

### viii. Induction Ceremony

### b. Leadership Succession Committee

- i. We had a meeting a few weeks ago. Went well.
- ii. Our committee has three main tasks – research awards, elections, and Margretta Madden Styles award. We divided up the point people for each item.

- iii. Ann (outgoing chair) and Hayley are meeting next week to finish up the transition.
- c. Funding Committee
  - i. Daniel thinks the finance committee should go through OrgSync to get meeting / event funding, not him.
  - ii. Who can do this?
- d. Publicity / Newsletter Chair
  - i. Rachel isn't here so table until next meeting.
  - ii. Pat suggests we come up with a monthly topic and then the person who is responsible for each month gets their assigned blurb to Rachel by a set date and then she gets it to the national office in order to get it into the newsletter.
  - iii. Another suggestion is to write blurbs for the newsletter during board meetings to make sure we get things included.
- e. Archivist
  - i. Deferred to next meeting.

**VIII. Research Day Report and Alumni Day**

- a. The day was really successful! Over 200 people attended!

**IX. Leadership Conference**

- a. Perhaps we have a “future leader” speaker (i.e. a board member) instead of bringing in an outside speaker.
- b. Traditionally the vice president plans this event but she may need help since she's also heading the 50<sup>th</sup> anniversary event.
- c. Suggestion to make this a region one event, not just an Alpha Eta event.
  - i. Shirley will bring this up at the next region one conference call.

**X. STTI Biennial Conference**

- a. Shirley, Jenny, and Rachel Rojo, and Iffy Asiodu are going.

**XI. Discuss 50<sup>th</sup> Year Anniversary**

- a. Linda Gregory and Jenny Choo are on the committee.
- b. We solicited help from our membership. We got some volunteers!
- c. We think we need 7 or so volunteers to help plan the event.
- d. We are open to ideas of what we should do, how we should do it, etc.
- e. Abby from Region One thinks Alpha Eta's 50<sup>th</sup> anniversary will spark interest in all STTI chapters in our region.
  - i. Perhaps starting out with our region one leadership event.
  - ii. Then induction.
  - iii. Then the main event – the 50<sup>th</sup> anniversary gala event.
- f. Silent auction? SJSU did one for their 25<sup>th</sup> anniversary event and it went well. Held it all online.

- g. Opportunity to build support for Alpha Eta as well support for all of our programs, the endowment, etc.
- h. We can approach companies that make products for nurses (i.e. scrub making companies) for donations
- i. Idea of a theme – “50 years of 50 leaders”
  - i. Maybe highlight a person a month on our Facebook page, website, etc. starting in January 2014 and building up to the main event.
  - ii. Highlight our charter members.
- j. UCSF library will take out STTI archives and display them throughout the year for us.
- k. Idea to sell ads in our event program (sell to other schools, employers, hospitals, suppliers, etc).
  - i. Can have different sponsorship levels as well.
  - ii. Can include advertisement on our website.
- l. Sliding scale price option? Or a reduced fee for students?
- m. Dancing and alcohol are important.
- n. Goal is 200 people to attend.
- o. Date suggestion: third weekend of June? So June 20<sup>th</sup>, 21<sup>st</sup>, or 22<sup>nd</sup>?
- p. Need to make sure our events don’t conflict with any SON or medical center events.
- q. Venue proposals:
  - i. Stay on campus? Lane Library room? Beautiful views and will bring alumni and leaders back to school. Or at Mission Bay?
    - 1. Mission Bay cost around \$18,000 to rent and get food (breakfast, lunch, snack, and happy hour drinks).
  - ii. Academy of Sciences – it’s close by, easy parking, and a really nice space.
  - iii. Presidio event space.
  - iv. Fort Mason space.
  - v. Check with the office of student life for ideas of where people have held events in the past.
- r. Jenny and Liz going to follow-up with the possible venue options to look for availability and prices. They will bring this info to our next board meeting.

## **XII. Open Discussion**

a.

## **XIII. Filling the Gaps – Linda and Schola**

- a. Talk about nursing students supporting other nursing students in other countries (i.e. the U.S. and Uganda).
  - i. Dr. Sally Rankin has an interested school in Uganda interested in collaborating with UCSF.

- ii. Schola, Linda, Liz, and Shirley met with this group while they were all in Uganda this past summer.
- iii. They are very interested in starting a chapter! They are not currently a member of Tau Lambda. Maybe they can join Tau Lambda...
- iv. Could be a great opportunity to increase Alpha Eta's visibility as well as create connections between people.
- v. This could be a part of our strategic plan...

**XIV. Next Meeting?**

- a. Doodle poll to pick a standing meeting day / time.
  - i. Suggestion to hold meetings during evenings instead of during work day.
  - ii. Want to have next meeting during October sometime.

**XV. Motion to adjourn?**

- a. Motion to adjourn. 8:40pm meeting adjourn.