



## Board Meeting Minutes

January 21, 2022

Birmingham, AL

**Call to order:** SER of the WOCN® Winter board meeting called to order by President Cyncere Neal at 0807.

**Attendees:** Cyncere Neal, President; Deborah Nelson, Treasurer; Amy Armstrong, Secretary; Sharon McCarthy, Director of Conference Planning; Cordelia Lucas-Sherrod, Director of Communications; Steph Garcia, Director of Special Projects; Angela Dye, Director of Awards; via Zoom-Nancy Scott, Elections Chair; via Zoom-Bernie Haberer, association manager and webmaster, for his report only; Misty Edwards, AL State Conference Chair present for relevant portions of the meeting.

**Swearing in:** Nancy Scott, Elections Chair, lead the swearing in for Cyncere Neal as President, Amy Armstrong as Secretary and Sharon McCarthy as Director of Conference Planning

**Approval of minutes:** August 25, 2021 board meeting minutes were sent out prior to this meeting, motion made by Deborah Nelson to accept the minutes with minor typo corrections. Seconded by Cordelia Lucas-Sherrod and motion carried. Called zoom meeting minutes, January 17, 2022 were sent out prior to this meeting. Motion made to approve minutes made by Steph Garcia and seconded by Sharon McCarthy, motion carried.

### Board Reports:

#### Amy Armstrong, Secretary

- 651 members as of 1/18/2022, 1 new member in last 30 days, this is significantly more than in December (611), likely due to members renewing at end of year.

#### Cyncere Neal, President

- National WOCN® realignment follow up-national discussing possibility of aligning the regions and affiliates, Heather Martinek (National Director of Member Engagement) contacted and while there is nothing formal yet, the next meeting is at the end of February. SER of WOCN encouraged to move forward with engaging new manager and webmaster.
- Financial policy revision consideration-wording of travel reimbursement terminology needs to be clearer; “lowest logical fare” could vary widely, fairness to those from areas where airfare and travel is not necessarily the easiest or issues with transporting supplies for meetings and/or conferences; Cyncere will work on clearer wording and discuss at next meeting.



- Nominations Committee Chair non-voting vs voting board member clarification; title changed to Elections Chair but is not reflected in any bylaws or minutes that could be found; in the past, the chair was chosen from among the representatives of each state, however there were years some states did not have a rep and it was decided to make it an elected position, but still non-voting board member; will need to look at revising bylaws and updating wording.
- Event Planner replacement-due to the retirement of Bernie Haberer, and the resignation of the Defining Point, replacements needed; Cathy Womack, Custom Association Meetings & Management (CAMM) was recommended and has given a proposal for both event planner and association manager; after historical information/discussion about prior event planners, a motion was made by Steph Garcia to engage CAMM as our event planner, seconded by Sharon McCarthy and the motion carried.
- Association Manager replacement-Angela Dye made a motion to accept Cathy Womack's proposal to also become the manager for the SER of the WOCN®, seconded by Cordelia Lucas-Sherrod, the motion carried.
- Webmaster replacement- information shared about Jenny Prevatte, Twilite Creative Solutions, as possible webmaster; Cordelia has also spoken with Tim McCauley and will get a proposal from him within the next 2 weeks, discussion tabled until next meeting, tentatively in the beginning/mid-February via zoom.

### **Angela Smith Dye, Director of Awards**

- Summary of 2021 Scholarships:
  - Conference Scholarships: 2020 Winners recognized at 2021 conference. Theresa Hernandez, Felicia Barnes, Stephanie Garcia, Jason Pratt, Stephanie Fortenberry, Cynthia Barney. 6 winners at \$1,000/each for \$6,000 total in 2021.
  - Advanced Practice Scholarships: Kristy Aiken and Lauren Flook Brown. All requirements completed. Awaiting update on checks.
  - WOCN Educational Scholarships: Christy Williams and Kristy Collins, both paid.
- Summary of 2021 Awards.
  - New process changes in that the non-winning nominations were notified. This will continue going forward. Previously, this was limited to conference scholarships.
  - Winners as follows:
    - 2020 NOY Nancy Scott. Recognized at 2021 Conference.
    - 2020 ROY Hannah Cleveland. Recognized at 2021 Conference.
    - 2021 State Award Kathryn Dere
    - 2021 NOY Cynthia Timms.



- 2021 ROY Michelle Gehring
- Charitable donations: Need to determine 2022 amounts (historically around \$3000)
  - \$2250 of Charitable donations were made in 2021 to:
    - FOW \$250 (reduced from \$500, and from \$1000).
    - OstoGroup, \$250. (reduced from \$500)
    - Youth Rally at \$1500. (Reduced from \$2000). Camp was held virtually in 2021. Donations still go towards application fees for virtual camp of \$50ea, operational costs and camp in 2022. The 2022 Youth Rally will take place at San Diego State University in San Diego, CA on July 11th-16th. We received very kind pack with handwritten letters from campers as well as photos of camp in previous years.
    - Kindred Box. 1<sup>st</sup> time donation \$250. Organization based out TX providing free and discounted donated supplies, they cover the cost of telehealth services when medical assistance is needed from a certified ostomy nurse, and send handwritten cards connecting with ostomates and offer educational and professional resources.
- Poster awards: Proposed amount for 2022 is unchanged.
- Total awards package if approved for 2022: \$20,175.00
- Alpha Awards has closed business due to retirement and sold business to Marietta Trophy. Plaques were purchased from Marietta Trophy this past year. This was a very smooth transition and accounts are online now which makes things easier. Price per plaque remained the same.
- Purchasing Pins in the near future, there are 5 left, 4 after this year.
- Reviewed/updated Awards Position Statement.
- Working with Bernie to continue updating awards forms and timelines on board website.
- Discussion on recognizing all nominees and how to best do this; acknowledging the hard work of both the nominee and nominator; plan to place all nominees on website and share letters with them after conference
- With new webmaster, will try to make it easier for people to apply for the scholarships; it can be cumbersome; Will work with Steph to increase awareness of scholarships and awards on social media
- There are a few winners who do not turn in their 300 word essay/reflections on conference as stated in the application. May consider not issuing check until received.
- Cyncere is on the National Scholarship committee and will share their guidelines with Angela



- Request to share the conference business meeting template with all board members prior to conference; all agree this will be helpful.
- Request made to have state hospitality committee to assist with awards portion of business meeting

### **Steph Garcia, Director of Special Projects**

- 17 Posters were displayed (1 had to withdraw due to COVID, we gave her a certificate for PGP as it was last minute and was due to her employer)
- 18 certificates of participation sent via email after conference by the state poster chair (Patti)
- Judging by the poster committee went smoothly, however due to the large volume, Megan and Amy acted as extra judges (Amy did not judge the categories with UAB employees as presenters); state chair may want to consider recruiting larger group for judging
- There was a 3-way tie for 3<sup>rd</sup> place. A second round of judging was completed by Sharon and Megan as SERWOCN and FL Conference chairs and a clear third place winner was determined
- A poster presenter complained about an “industry poster” winning. Patti and Amy both agreed that the industry supported poster was a clear winner and that support by industry is how some smaller hospitals are even able to do a poster. It was clear on the poster the support given, it was not a poster published by the company. We may need to make this clear in the instructions or judging criteria next year.
- Working with Bernie before he retires on having links or “buttons” on SERWOCN.org website on how to become certified, and all WOC programs
- Timeline for 2022 posters will be discussed during Bernie’s report

### **Cordelia Lucas-Sherrod-Dir. Of Communications:**

- Membership Communications:
  - 2022 Elections (President-elect, Director of Awards, Director of Communications, Election Chair): candidates’ profile, submissions/deadlines, membership voting
  - Awards/scholarship applications
  - SER conference-Birmingham, Alabama
  - Collaborates with Bernie on blast emails
- SER State Reporters
  - Alabama: Melanie Jacobs
  - Georgia: Susan Beacham
  - Florida: Kathryn Dere



North Carolina: Angela Joyner

South Carolina: Valeria Harris

Tennessee: Martha Davidson

At the August 2021 board meeting, it was questioned about the time frame each state reporter has served. State reporters serve a 2-year term with an option to serve 2 additional years. An inquiry was made. Received response from each reporter but one. The current state reporters have served ranging from 3 weeks to 5 years. Director communicates with the reporters quarterly. State reporters were /are encouraged to report news to the region quarterly. Propose to continue state reporter positions for current year and reevaluate beginning of January 2023 for contingency, agreed by consensus.

- Social Media Accounts: Facebook, Instagram, LinkedIn, Twitter
  - Steph Garcia, social media coordinator, updates account with Cordelia providing oversight
- Website: Updated with SER president's message at least 4 times a year; needs to be updated ASAP
- Shared an email from a woman who said her student used our website to complete a school paper on nursing, very complimentary!
- Want to improve process of getting more pictures and photographers at events, will ask Misty Edwards and AL committee for assistance, suggestion to use #SERWOCN or something similar for conference.

### **Sharon McCarthy-Director of Conference Planning**

- 2021 Conference Recap:
  - 115 attendees (conf), 26 attendees (pre-conf)
  - Exhibitors- 39 with 47 booths
  - Grants – Applications needed: Hollister, Coloplast, Convatec, 3M, Smith/Nephew, Trio, Organogenesis, Others
    - Discussion- issues with the grants being sent to National, we share our Tax ID with them and we have had money that was supposed to be for SER sent to National
    - Last communication with Bernie re: Convatec grant of \$3000.00 still not received- as of 12/12/2021- Bernie can update (he still has not received and has emailed again)
  - Exhibitors Evaluations- only 6 returned- positive
  - Attendee Evaluations- highest 4.967, Lowest 4.864
- 12/16/2021- Meeting with Jennifer Anderson and AL Conference Chair Misty Edwards
- 2022 SER WOCN Conference-Sheraton Birmingham Hotel September 22-24, 2022



- AL Committee Members
  - Misty Edwards- Chair
    - Cynthia Hill – Education Chair
    - Kelly Chapman – Exhibitor Chair
    - Tammy Pass – Poster Chair
    - Dianna Varnes – Hospitality Chair
  - Report from Misty:
    - Topics and speakers, already has 11 confirmed, education group meeting again soon and will be able to provide proposed agenda, only 2 speakers from outside area and working on sponsorship, travel and lodging should be kept to a minimum
    - Showed artwork for conference logo by member Karen Edwards, formatted as requested by Bernie for publishing
    - Hospitality has secured several gift cards, door prizes and small items for attendee bags
    - AL has a state award in memory of Hattie Stokes, CWOCN and would like to present with other awards, all in agreement to have someone who knew Hattie to present the award.
- Hotel Contract signed 1/7/22 per Jennifer Anderson by Glenda Brunette and site visit completed on January 3<sup>rd</sup> by Jennifer
- BJCC contract has not been signed, will discuss during tour
- Reminder that all attendees, vendors will need to follow National WOCN policy regarding COVID vaccine proof or negative test; will need to be clear on registration and communications
- Process for possible refunds and deadlines discussed, will table until further discussion with Bernie and new event planner
- Planning for 150 attendees (not including Board)
- Bernie Report
  - Dates/timeline for 2022 Conference in AL

**Break for lunch at 1130 and then toured conference and hotel, adjustments made to floorplan, update to be provided by Sheraton and BJCC prior to contract signing. Meeting resumed at 1345.**

### **Nancy Scott, Elections Chair**

- Fall 2021 elections results: Director of Conference Planning-Jennifer Anderson; Secretary: Cyncere Neal; Director of Special Projects-Stephanie Garcia; Treasurer-Deborah Nelson; New Officers were announced at the Membership meeting Aug. 28, 2021, and website. Their tenure to begin in Jan 2022.
- Changes since the election have occurred:



- September and October 2021-Angela Graham stepped down as Pres-Elect and Cyncere Neal became Pres-Elect
- Jan 13, 2022: Jennifer Anderson stepped down as Director of Conference Planning; Glenda Brunette stepped down as President
- New Board members are as follows: President-Cyncere Neal; Secretary-Amy Armstrong, Director of Conference Planning-Sharon McCarthy
- 2022 Elections Open Board positions: President-Elect, Director of Awards, Director of Communications, Elections Chair
  - Asking all Board members to please assist with recruiting board officers from their states.
  - 2021 Survey questionnaires given to Members at Fall conference brought attention to membership on reasons for running for board position, benefits, PGP, and updated emails. Comments: “Didn’t know I can vote, no time, too busy; did not know there were PGP points for the board; never received an email”
  - Request to please post timely blast emails and within website, FB, social media about Election/Board opportunities, and SER conference-Cordelia and Steph aware and will also work with new webmaster

### **Bernie Haberer, SER Association and Webmaster Report**

- Reviewed 2021 Exhibitor prospectus, discussions related to the following for any changes for the 2022 prospectus:
  - Need for WOCN COVID vaccine or testing info to be added
  - No change for exhibitor hours (Thursday Grand opening 1630-1900, Friday 1230-1430)
  - Sponsorship levels (all 2021 amounts)
    - Diamond - \$10,000 includes 1 year website recognition
    - Gold - \$6,000-\$9,999 includes 8-month website recognition
    - Silver - \$3,000-\$5,999 includes 4-month website recognition
  - Conference support opportunities (all 2021 amounts)
    - \$1750 Educational Grant for Poster Award Prizes-no change
    - \$1500 for Tote Bag Advertising; companies’ logo is printed on tote bag-Bernie will reach out to vendor (Marco Promos) for tentative price for 150 bags; usually need at least one month to order
    - \$600 for Attendee Lanyards-typically sponsored by Emory WOCNEP, board usually pays for vendors (plain, a company may not want to wear another company’s logo)
    - \$500 per break for snacks and beverages
    - Unrestricted Educational Grant for supporting educational programs or other costs– contact Association Manager
  - Non-CE Symposiums (2021 times)



- Lunch symposium: both Thursday and Friday typically \$5000-7000
- Breakfast symposium: Friday typically \$5000
- Dinner symposium: Friday typically \$10000
- Symposium logistics
  - Symposium application form – 1<sup>st</sup> come, first serve
  - \$450 non-refundable fee for basic AV package
- Decorating Company's name / contract-have used Allied
- Hotel Accommodations
  - **Hotel room rate**
  - **Discounted rate deadline**
- Exhibitor Booth (2021 info)
  - \$1,100 per booth includes 2 representatives; recommended to increase to \$1200 per booth for 2022
  - \$150 per additional personnel
  - Maximum 2 representatives per booth at any time, may be able to increase to 4 due to using 10x10 booth size for 2022
  - Booth size – 8 x 8'; need to determine # of 2022 booths that will be available; Birmingham Convention Space will accommodate 10x10 size, goal 60 booths for 2022, there were 14 on a waiting list last year, we restricted due to size of space
  - Cancellation date subject to \$100 processing fee – was July 31, 2021; same for 2022
- Contact info of new Association Manager (Cathy Womack)
- Payment methods-Sharon or Cyncere will discuss with Cathy, likely will continue with PayPal

### **Webmaster replacement**

- Website builders (canned) vs. Website Developer vs. Website Designer
- Reach out to other Regions – who does their website / cost
- Typical industry pricing ranges \$75 per hour for web designers; up to \$250 per hour depending on complexity of website

### **Website driven information (using 2021 timelines – 2022 has a month longer available)**

- **SER WOCN Elections**
  - Post information by mid-February
  - Self-Nominations due Mon. May 31
  - Post Candidate profiles Mon. June 14
  - Open Voting Mon. June 21
  - Close Voting Wed. July 21
  - Notifications go out Mon. July 26



- **Awards**
  - Post information and open nominations by Mon. March 1<sup>st</sup> (or sooner)
  - Close nominations Sun. May 16
  - Board Votes by June 1
  - Who will redact applications for Board to vote on? Currently done by Association manager, will need to discuss with Cathy or may have to be completed by Director of Awards
- **Scholarships**
  - Post information and open applications by March 1<sup>st</sup>
  - Close applications Sun. May 16
  - Per September meeting, no additional Conference Scholarships for 2021
  - Board Votes by June 1
  - Who will redact applications for Board to vote on? Currently done by Association manager; will need to discuss with Cathy or may have to be completed by Director of Awards
- **Posters:**
  - Post information and open applications by March 1<sup>st</sup> (or sooner)
  - Close submissions Mon. May 31
  - Final corrections due Sun. June 13
  - Poster PDF / PPT due Mon. July 5
  - Committee votes end Sun. July 18
  - Who redact abstracts for poster committee to approve? Currently done by Association manager; will need to discuss with Cathy or may have to be completed by Director of Special Projects

**Tentative 2022 Poster timelines**

- February 15 – March 1<sup>st</sup>. Abstract submissions start being accepted.
- Abstracts accepted through July 31<sup>st</sup>
- Abstract revisions if needed due August 10<sup>th</sup>
- Poster PDF / PPT files due August 27<sup>th</sup>
- Poster Judging starts about August 30, to be completed by September 9
- Tie breaker vote if needed September 11/12.

**Conference information**

- **Conference Registration**
  - Registration forms need to now include new WOCN® health waiver / liability form
  - Opens: ASAP
  - Early Bird Ends: July 31
  - No refunds after: August 31
  - Cost of registration -was \$195 last 2 years; prior to that \$225; decision to use \$195 as early bird and then will increase to \$225



- Cost of pre-conference was \$75? No change
- Cost of registration and pre-con after early bird rate? \$225 for registration and no change to pre-con
- Member rate vs. non-member rate? Same rate
- One day rate only? None, this is usually a very low number who request, last year there were 2
- Bernie will send an email blast for a “save the date”
- **Accreditation Application**
  - Have used Alabama Board of Nursing for over 6 years
  - Who will complete application? Currently Association Manager. Prior to 6 years ago Conference Planner completed application; Sharon voiced she is familiar with the CE application; Bernie will share last year’s with her
  - Application was over 100 pages last year
  - Submit May 2022
- **Decorator**
  - Booth Layouts- 10x10
  - Meter board
  - Entrance units
  - Poster Boards
  - Cyncere will forward layout to Bernie and Cathy once she receives them
- **Forms**
  - **Speakers**
    - Demographics
    - COI
    - Contract
    - Planning Table
  - **Exhibitors**
    - Sponsor logos for signage & website
    - Non-CE event forms
    - Commercial Support Forms
- **Transition to new manager and webmaster:**
  - CE certificates for attendees (often receive requests for copies). Must be kept for 7 years
  - Transfer supplies, projectors (4) etc.
  - Mailing Address: Note, current address is a UPS Store box, and Post office will not honor forwarding. Will need to remind exhibitors etc. This will be discussed with Cathy
  - Contact, application, registration, election ballot forms etc... are being handled through Tectite FormMail
  - Website access / passwords
  - Mail Chimp account for blast emails (free)



- Roster downloads from National-Bernie's membership expires soon and February will be last download, Cyncere will get authorization for Secretary to receive download from National when she has meeting/correspondence with Heather Martinek
- PayPal account (working on this with Deborah); \$30 per month, professional account accepts American Express which many vendors use
- GoDaddy renewals (currently on Bernie's credit card, will need to transition)
  - SSL Certificate: 6/8/2022
  - Business Email plan 5: 6/24/22 (blast emails, account s: BHE, manager, communications, president and events) After Then Defining Point resigned, Bernie had events emails routed to him, will change to Sharon until establish workflow with Cathy
  - Serwoen.COM domain name: 8/18/22
  - Serwoen.ORG domain name: 11/12/2022
  - Economy Linux Hosting with cPanel: 3/15/2023
  - Domain names (.com and .org), where our site "lives," GoDaddy protects four website name and we rent "space" from them; our size group/website does not require its own server-costly.
- Cyncere thanked Bernie for his time of service to the board, all wished him well in his retirement, effective 3/31.

### **Deborah Nelson, Treasurer**

- Current back accounts will need to be moved due to current banks are not near Deborah
- Previous year's profit and loss statement were reviewed
- Reminder that travel and other expenses must be reviewed by Treasurer and President, submit receipts and correct Excel form to both to receive reimbursement
- Conference budget was reviewed.
- Operations budget was reviewed, Cyncere pointed out that the President, President-Elect and Treasurer are required to attend National WOCN Conference according to our bylaws. Discussion related to reimbursement and previous years' support for other board members to attend. Steph Garcia moved for an additional board member to also be reimbursed to attend live this year and all other remaining board members would have virtual conference registration reimbursed, seconded by Deborah Nelson and motion carried. The Secretary is the next in-line officer to attend as there is not a President Elect this year.
- Steph Garcia moved to accept Cathy Womack's proposal for event planner and association management and her fees to be added to the operations budget, seconded by Sharon McCarthy and motion carried.



- Steph Garcia moved to accept both the conference and operational budgets as discussed, seconded by Angela Dye, motion carried.

Meeting adjourned at 1733.

Respectfully submitted,

Amy Armstrong MSN, RN, CWOCN, CNL

SER of the WOCN® Secretary

Minutes Approved 2/9/2022