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**ILLINOIS OCCUPATIONAL THERAPY ASSOCIATION**

**FULL BOARD MEETING MINUTES**

**May 16, 2020 \* 9:00 am \* Location: Zoom call**

**Attendees:**

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| * Zoom meeting participant list
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| **TOPICS** | **DISCUSSION ITEMS** | **Presenter** |
| **Meeting Called to order** | Time: 9:02Move: AbiSecond: Anne | By:  |
| Roll call of members present  | * Sign in sheet
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|  | Introductions via zoomSB27 – Christy Morrison added to agendaCOVID submissions send to Kathy P for archivesClaudia – update on PAC activity, reactivated, share about logo creationMoira - FinanceIn good financial shape even in current crisisRefunds for modalities – revenue downNet income 27000 – will be going down, just membership incomeAbi - ConferenceConference virtual span monthChairs hosting SIS round tablesPrerecorded mostMeetings etc will be live.Question – how to do pricing – Nancy askedSignificantly less than past, one flat rate – access to whole month catalog of offeringsRecorded sessions after – Kathy PJim responded re plan to consider this. Having sessions in LMSConference Chair and Co-chair will be open next year so step up if interested.Abi has it well organized for next person.JimReviewing strategic plan next exec board meetingShared strategic plan on screen – reviewedLooked at BlogArchives – writing COVID stories for the blogShorter less detailed stories an advantage of the Blog, and personal stories – JimMolly – email out to people to submit stories Molly will discuss how to submitEmail Stephanie re. blog entriesJim – review of things ILOTA has done re. COVID and thank you for those that helped and participated.Anne – Open Board positions – Full boardBylaws CoordinatorPublic Policy CoordinatorFilling – Professional Development CoordinatorNetworking CoordinatorSIS Co-Chair – no school-based practice Chair at this pointAcademic Edu, AT, DD, Home health, SISpread the word!Can individual hold more than one position on the Board? CarolAbi is Conference Chair and OTA LiaisonBev Secretary and Conference Co-ChairKathy Academic SIS and Archives Co-ChairOK to take on more than open role can be supported right now.Tracy – LMSLooking at building LMS content – working on procedures for this processWill need agreement in place due to revenue sharingTo make it smooth, looking at someone to help put these agreements together – anyone with attorney contacts that have experience with contract review process.Let Tracy knowDiscussing payment process for LMS presentations - JimChristy Morrison – can put logo on what we mail out.Tracy did not send it out. Found inconsistency in color. Fixed has new logos and will send this week.Carol – AdvocacyILOTA – ILOTPAC Collaboration – worked with Sarah Allen, OT volunteer, spreadsheet ILOTA members, zips and has linked to all IL reps. Can create pivot tables, etc.PAC to manage list – Tracy to work on procedures, updates on members, reps, etc.Advocacy Framework – want to develop advisory groups to ILOTA Advocacy. Have ILOTA support entire profession in all areas.Have developed teletherapy – Monica Robinson taking lead on the BillClaire and Kristy leads around EIBrian and Kelsey – Medicaid reimbursementMichelle Maze – School based OT and licensure for school based OTsTeletherapy Bill – Monica Robinson wonderful job rewriting SB27 bill. Into workgroup right now. Ashley, Lauren Little, Carol research around teletherapyCapstone opportunities – access and opp for capstone students can engage in leadership and advocacyClaudia C – Maureen shared Gen Assembly reconvenes next week, not much has happened. Email sent a few weeks ago stands. No news on teletherapy bill. Has not heard back from Sen Harmon’s people.PAC – IL PAC reactivating. Revision of bylaws. 4 committee members expanded to ambassador position – send out to meet with legislators, senators, etc presenting to students.Support mission – reach out and to educate, generate interest and develop forum for discussionHoping for more members as ambassadors. Grows involvement for greater pool for committee members.Create a logo to ID committee communications Reach out to Tracy re ILOTA logo, reached out to Jaime re-creating their logo. ComplimentaryCan ILOTA provide funding for graphics? Jim – can be discussed.Claudia researched financials re. fundingAbi – question – thought we were separate entities ILOTA and PAC. ILOTA should not be supporting any candidates, that was PACs job. Great point Abi – Claudia. That is correctMaybe directed donation to PAC for purpose of supplies, materials for communication and can pay KA Graphics. Works so closely with Advocacy so unsure how best to handle, maybe directed donation is best.Confusion re. organization identity if logo is too close to ILOTA may be possible. – JimSeparation of ILOTA and PAC – Anne commented that AOTA and PAC on same website. Funds are being used to support PAC. Gray how much support ILOTA should give to PACMonica – federal guidelines different than state re. funds.Can use AOTA as example, but differences at state level. Change annually. Historically kept separate. Reminder of separation.Dispersement of PAC funds, can they be used for the graphics. State regs do not give specifics to logo. Fall under electionary and communication.Kathy P – with doubt, ask Maureen as Minetta suggested. Contact Gail Fisher. Claudia has emailed Gail. No clear answer.Bev reported on election plan Secretary and Director of Membership plan for ballot by beginning of AugustMolly – joined in March getting up to speedNewsletter- Alison Peuler new Coordinator. Thanks to Anne who has been leading newsletter committeeSocial Media – Working with Maricela with from Midwestern meet twice a month to talk about contentWebsite – website audit and COVID resource updated on websiteEmail Molly if have content for resource pageLook at accessibility for websiteIn the Now Blog – new initiative. Bimonthly postings planned, getting the word out. Cross promoting on social media. Blog traffic did increase when done recently. Challenge getting content up on the Blog. Ideas for increasing content on the blog. Maybe student volunteer generate content, finding links, etc. link to ted talk or article – quick, short interesting things to share. SIS chairs could submit once a year.Two news stories at Shirley Ryan and Marianjoy re. OTs – possible link toJim shared ideas of what might be appropriate. Links to interesting articles, etc. Nice sharing opportunity.Could be regular part of exec agenda that we generate a blog entry?Do we have any data on where communications are most effective? -Monica Give us info to better direct where we put our efforts with communication.We do have data re. traffic and number of views.Molly – we do get some analytics. Plans to look for closely at those and understand how to read and understand. Will be gathering that data.Moira – we don’t have good data around what people we are reaching specifically across all platforms. FB has best data, not sure we can get super specific. Communique committee put out survey about what content people want. In all social media platforms. Encourage all to take survey.Kathy Preissner – asked to email articles about OT in news to her for archives. Minetta sent link through chat of Tribune articleHow best to involve students was asked by Jim. Blog more interesting to younger members and studentsJim discussed differences between various communication tools.Discussion re. what Blog entries can look like or be.Email Molly re. where your communication would best be posted, could be multiple places.Maddy – student perspective – Blogs – used to be able to subscribe to a blog, new posts would post up on your feed. Blog still great living place for posts, but way to get them to read is to always tease a new post on social media posts. Needs to just appear vs. seeking it out.Word needs to get out to follow different social media platforms.Kathy – anything of interest, articles, photos for archives re. OT during this time for archives. Email directly to Kathy or in Blog where they can pull information.Ashley – links requesting stories, photos, can it be put on website as well. Tracy help with that. Link to google form add to website.Abi – thank Ashley and Kathy and Janet Adcox – helped clean out ILOTA office. Info to archives from that event.Nancy cleaning like mad – anyone want old AJOTs? No response.Approve minutes from last meeting:Can do via email per Jim.Future post to full board.Jim move to approve as exec board work to get minutes out ahead of time in the future.Second – CarolAll in favor. Will approve as exec board this time. Anne move to closeSecond: Nancy Richman10:39 am |  |