

SPSWA Board Meeting Agenda

3/09/2023

8:30 AM

1. Membership Meetings

- a. Speaker suggestions needed
- b. Ombudsman speaker to be secured for April.

2. FAC Membership Challenge

- a. Goal to increase total membership, as well as, diversity of membership.
 - i. Diversity: races, religions, ages
 - 1. How diverse is our current membership?
 - a. Are we more diverse than we think?
 - ii. How to draw their attention to SPSWA:
 - 1. Organizations we may need to identify?
 - a. Social security administration, human services, senior centers, community centers, Native American Council of Education, Stacy has other networking groups she participates in that she can market to.
 - 2. Diversify Membership by promoting “their voice” through Care Options Ads, LinkedIn, SPSWA newsletter email blasts – be intentional
 - 3. Facebook Boost that is intentional in marketing diversity
 - 4. “Try” our Membership Option (waive guest fee)
 - 5. What is the value of membership?
 - a. Intentional in the need to diversify, want representation
 - b. Educational events/CEU’s

6. Age: Focus on being a volunteer option for college students
 - a. Scholarship Memberships for students
 - b. Networking opportunity for college students
 - c. Create collateral with college students as target audience
 - d. Connect with counselors in colleges to promote SPSWA and increase student members

3. Scholarship Request

- a. Board approved Scholarship offering for this year.
- b. Harvey will look into other colleges for potential scholarship partnerships
- c. Partnership to offer volunteer opportunities with SPSWA for scholarship opportunities

4. New Business

- a. SPSWA and MASWA Presidents to meet on collaboration ideas

5. Adjournment

- a. 9:19am