

WisconsinAIRS Board Meeting
January 11, 2008
Held at the ADRC (Lincoln Center) in Stevens Point

Present: Jayne Mullins, Steve Peterson, Teresa Halverson, Matricia Patterson, Devon Christianson, Jane DeGeorge, Lisa Clark, Julie Seeman, Barb Wien, Janell Keeter, and Lynn Scheinoha

Also Present: Ginger Ayres

Not Present: Luann Teige, Dianne Strong, and Ruth Rotramel

❖ Matricia Patterson opened the meeting and welcomed the participants.

I. Secretary's Report (Teresa Halverson):

- a. Teresa Halverson presented a draft of the September 14, 2007 WisconsinAIRS general membership meeting minutes.
- b. Teresa also presented the minutes from the September 14, 2007 WisconsinAIRS Board meeting. The following changes were requested and made:
 - i. Correct the spelling of Barb Wien's name (was spelled Wein).
 - ii. Devon Christianson was present (in the minutes listed as not present).
 - ❖ **Steve Peterson moved to accept the amended meeting minutes, Lisa Clark seconded the motion and the minutes were accepted.**

II. Treasurer's Report (Lynn Scheinoha):

- a. Lynn Scheinoha presented the current financial report. The WisconsinAIRS balance is \$23,232.88.
 - i. Lynn noted that we did receive some credit from Paper Valley due to one of the workshop rooms not being up to the quality expected (noise?).
 - ii. Lynn also stated that there was a discrepancy with the bank records regarding \$25.00. The bank records indicated our account as having \$25.00 more than our records showed. Lynn worked with the bank to find the source of the discrepancy, but they were unable to find it. At the advice of the bank, the \$25.00 has been added into our account.
 - iii. WisconsinAIRS had also received a tax document from Milwaukee County regarding their membership fee. Lynn Scheinoha checked with a tax representative who noted that we did not need to do anything with it this year (as the amount is so small). If we receive this from Milwaukee in 2008 we will need to address it.
 - iv. There was a brief discussion regarding the accounting program we currently use to track our finances and if it would be beneficial to look at or consider other programs. In general it was agreed that the current program meets our needs and is sufficient.

- v. It was noted that we are financially healthy and we may be able to lower our conference fees or have some other options because of this.
 - ❖ **Jayne Mullins moved to accepted the Treasurer's Report, Devon Christianson seconded the motion and the report was accepted.**

III. President's Report (Matricia Patterson):

- a. Matricia Patterson shared the letter sent to the Wisconsin Public Service Commission supporting 2-1-1 Wisconsin's request to receive the permanent designation as the administrator of the 2-1-1 service in Wisconsin. It was noted that the PSC did provide this permanent designation to 2-1-1 Wisconsin in early January.
- b. Matricia's comments addressed moving forward as WisconsinAIRS. The key points discussed were:
 - i. Clarifying and defining our role in Wisconsin,
 - ii. Looking at what other AIRS affiliate organizations are doing,
 - iii. Developing partnerships with the Aging and Disability Resource Centers and other information and referral/assistance organizations, and
 - iv. Continuing to develop strategies that will keep WisconsinAIRS in the position of being the main representative of our profession in Wisconsin (strategies which continue to support the members and people working in this profession in Wisconsin, such as, offering the Certification Study Groups).

IV. Report on the AIRS Affiliates Council (Jayne Mullins):

- a. Jayne Mullins shared the notes from the last AIRS Affiliate Council meeting and she will post these notes on the WisconsinAIRS ListServe.
- b. It was noted that AIRS is extending their MOUs (Memorandums Of Understanding) with affiliates from 2-year agreements to 3-year agreements. Because of this, WisconsinAIRS will need to sign the MOU this year to extend it to 2009. The signed (by President Matricia Patterson) MOU and a current list of the WisconsinAIRS Board members will be sent to AIRS by January 31, 2008. Affiliates who meet this January 31st deadline will receive a free hard copy of the updated ABC's of I & R.
- c. AIRS continues to seek 2008 membership renewals. Wisconsin is now at about 50 members for 2008.
- d. Jayne Mullins will send a notice in Wisconsin to renew memberships on the WisconsinAIRS ListServe. The current membership list from AIRS was passed around so that Board members could check and verify that they have renewed their membership.
- e. AIRS is interested in ideas for membership recruitment, such as targeting specific groups for membership (libraries or specialized I & R/A's like domestic violence lines or lines for people with disabilities). They have asked affiliates to look at three questions and give some feedback. The Wisconsin AIRS Board had some discussion regarding the first question.

- i. What are the emerging issues in your state? The discussion by the Board included:
- ❖ 2-1-1 Wisconsin - how does this impact our identity? We have placed our greatest emphasis on training which continues to seem appropriate.
 - ❖ The expansion and restructuring of the ADRC's – this affects membership (offices which had a membership on their own are now part of a larger regional organization membership, therefore reducing the number of members). WisconsinAIRS may look to encouraging the regional ADRC offices to join at a higher membership level as a means of balancing this.
 - ❖ The fact that 2-1-1 Wisconsin and the ADRC's are bringing significant changes to the state at the same time. It is a challenge to WisconsinAIRS to ensure that we continue to find and reach professionals who are not part of these two initiatives but who would benefit from our services.
 - Currently about 60-70% of our memberships are from agencies serving the aging population.
 - With the merging of aging offices into the regional ADRC's and with fewer 2-1-1 offices than the former number comprehensive information and referral offices in Wisconsin we have a challenge to continue to seek and support those professionals who are not part of these two groups.
 - Some of the specialized groups to reach out to may include; the Cancer Navigators (American Cancer Society Offices), Child Care Resource and Referral Agencies, Alzheimer's Association Offices, and other specialized groups.
 - Teresa Halverson will prepare a list of the specialized groups from the Wisconsin Public Health Information and Referral database and will send it to the WisconsinAIRS Board Members.
 - WisconsinAIRS will reach out to these agencies/organizations by sending letters letting them know about the support membership in AIRS and WisconsinAIRS can provide to them (with a focus on inexpensive training opportunities and on our conferences). We will also include them in our distribution of the newsletters.
- f. Board members may email Jayne Mullins with other thoughts on this question and on the other two questions; "What are significant projects in your State that your Affiliate is part of?" and "What membership benefits does your Affiliate provide that are separate from AIRS?".
- g. AIRS is also working with the development of State Disaster Response Teams. They will be offering training in Reno, Nevada for Disaster Response front line workers in March of 2008. Discussion regarding this included the following comments:

- i. 2-1-1 is working with this and is attempting to blend assistance between agencies. Larry Olness is heading the effort to provide this nationwide.
- ii. We will post this information on the WisconsinAIRS ListServe and will check to see if Larry can be the contact person for people with interest or questions about this initiative.
- iii. Could we do a workshop at our conference on this initiative and also offer practical trainings like training in *incident command*? Would there be enough interest? All counties must have trained people and the ADRC's must also have disaster training. There are some online trainings in this area offered by AIRS. We might have Red Cross be a speaker at the conference.
- h. AIRS is still seeking to establish a Day of Recognition for I&R/A workers. They are looking for a national sponsor.

V. Report on 2-1-1 Wisconsin (Steve Peterson):

- a. Steve Peterson provided a memorandum which included a 2007 year end report summary of activities by 2-1-1 Wisconsin and the most current map of 2-1-1 coverage for Wisconsin. Key points included:
 - i. The addition of three call centers (in Brown County, Duluth, and the Twin Cities) completes the expansion providing full 2-1-1 coverage in Wisconsin.
 - ii. 2-1-1 Wisconsin continues to work on wireless phone access. They estimate that over 50% of cell phone users currently have access to 2-1-1 service.
 - iii. The Taxonomy Committee has completed the customization of the taxonomy which will provide some consistency for the 2-1-1's statewide in their indexing work.
 - iv. The 2-1-1 Wisconsin administration office has been established in Kimberly Wisconsin.
 - v. A nominating committee has been established to nominate people to the 2-1-1 Wisconsin Board. The desire is to now establish a more diverse representation from both the private and public sectors of the state on the Board.
 - vi. 2-1-1 Wisconsin has a web site. Steve Peterson will work with Eric Osterman (2-1-1 Wisconsin's CEO) to ensure that our two web sites are connected. Currently 2-1-1 Wisconsin links to WisconsinAIRS but not the reverse.
 - vii. 2-1-1 Wisconsin will develop an Operation Council to provide communication between the 2-1-1 Call centers and the 2-1-1 Wisconsin Board.
 - viii. 2-1-1 Wisconsin will be asking WisconsinAIRS to designate a person to serve as our representative on the 2-1-1 Wisconsin Board in March, 2008.
 - ❖ **Jane DeGeorge moved that WisconsinAIRS designate Steve Peterson to continue as our representative on the 2-1-1 Wisconsin Board. Lisa Clark seconded the motion and the motion passed.**

- It should be noted that we can designate a different person when needed (such as in the fall when our board membership changes). We must however have a specific person designated and no other person can serve as our representative but that specific designee.
- ix. 2-1-1 Wisconsin continues to consider 3 software programs to use in the 2-1-1 offices statewide. These are; Refer, Iris, and Resource House. This decision should be made fairly soon
- x. 2-1-1 Wisconsin has received notification from the Public Service Commission that they are the permanent gatekeeper of the 2-1-1 code. This is a major achievement and will be an advantage as they seek funding. (There is also hope that as they diversify the Board they will have new support and new avenues for funding.)
- xi. 2-1-1 Wisconsin recognized that the progress made this year was vital and impressive and was largely due to the leadership of Eric Osterman. They renewed his contract.
- xii. There has still not been any passage of 2-1-1 funding at the federal level.

VI. Membership Committee (Jane DeGeorge):

- a. It was noted that Diane Strong has changed jobs, she is now with the ADRC in Forest County. This, however, does not affect her standing on the WisconsinAIRS Board since she continues to be in our profession and the positions on the Board are awarded to the person not the agency.
- b. The membership committee will seek to contact potential new members for WisconsinAIRS.
 - i. Teresa Halverson will provide a list of specialized information and referral agencies and Other Board members are encouraged to email additional ideas to Jane DeGeorge.
 - ii. The committee will work to put together materials for a mailing to potential members. Some comments regarding this work included:
 - ❖ We should keep these lists for our conference mailing.
 - ❖ Is there a need to prioritize these contacts; are some agencies higher priorities for contact?
 - ❖ Please include Maurine Strickland with any lists that are sent to the committee.
 - ❖ We need to develop a cover letter. With the cover letter we should list all the Board members as contacts for people who have questions or are interested. The committee will draft a letter for WisconsinAIRS Board approval.
 - ❖ We have the AIRS Brochure (Jayne Mullins has a supply of these), but we need a label for the back to identify WisconsinAIRS. Jayne Mullins will check on getting these labels.
 - ❖ AIRS sent notices for membership renewals to all agencies last fall and it will also be in their next newsletter. (The list

which was passed around at the meeting may not contain all the names of renewed members.)

VII. Communications Committee (Ginger Ayres):

- a.** Please let Luann Teige know if there are any updates for the web site. The two noted at the meeting were: put a link to 2-1-1 Wisconsin's web site on our web site and also put the 2-1-1 Wisconsin map showing the coverage areas on our web site.
- b.** Ginger Ayres noted the deadline for the Winter AIRWaves is January 18, 2008. She is looking for:
 - i.** The President's letter from Matricia Patterson.
 - ii.** A couple of full page articles on resources/agencies (protective services, services for the blind or visually impaired, or services for the deaf or hard of hearing – there is a current hot topic regarding the use of video conferencing as apposed to using the telephone relay system).
 - iii.** A professional skill-building article.
 - iv.** A web site from every Board member (Ginger passed out the list of past web sites to avoid duplication).
 - v.** An article on the AIRS Affiliate Council from Jayne Mullins.
 - vi.** An article on 2-1-1 Wisconsin from Steve Peterson.
 - vii.** An article on the work for disaster response in San Diego from Michelle Hartness (who went to assist).
 - viii.** An article on BadgerCare Plus from Teresa Halverson.
 - ix.** May be a note on the Quit Smoking Line and the incredible increase in their calls during the 1st week of January.
- c.** The next newsletter is in April. Some ideas suggested included:
 - i.** An article on depression.
 - ii.** The differences between ADRC's, 2-1-1's, and specialized information and referral systems and how they can compliment each other.
 - iii.** Points on handling crisis calls.
 - iv.** Something about the analog converters for TV's.
- d.** The winter newsletter will be sent via email. Lisa Clark will forward it to the 2-1-1's and Luann Teige will put in on the web site. There will also be a message sent out on the ListServe that it is on the web site. It will also be sent to Badger Aging. People are encouraged to send it on to anyone they believe would be interested.
- e.** Discussion about the ListServes (both the WisconsinAIRS Board ListServe and the WisconsinAIRS ListServe) included the following comments.
 - i.** Do the line workers know about the ListServe? We could have some education and a sign-up for the ListServe at the conference.
 - ii.** Are all Board members on the ListServe. Jayne Mullins will send an email to any who are not on with an invitation to join. If a board member is not on and does not see the email then send one to Jayne requesting to join the ListServe.
 - iii.** Is it appropriate for former Board members to continue on the WisconsinAIRS Board ListServe? Currently we have Ginger Ayres in

this situation. The general consensus was that because she continues to work directly with the Board in vital and ongoing work (Ginger is the editor of AIRWaves) it is both beneficial and appropriate to keep her on the ListServe. We also include Maurine Strickland on the Board ListServe which is appropriate since she is our AIRS Board Representative.

VIII. Conference Committee (Julie Seeman):

- a. Julie Seeman noted that the committee had narrowed the possible sites for the 2008 conference to three (Waupaca, Green Bay, and Appleton). After stopping at the Waupaca site on the way to the Board meeting the committee determined that this site could not accommodate our needs for a conference.
- b. After some discussion it was determined to have it at the Paper Valley in Appleton again in 2008. There are advantages in having it at the same location 2 years in a row. The familiarity of the location can be an advantage and we can get a better price from the hotel for repeating our business.
- c. Discussion regarding the date included the following comments:
 - i. The ADRC conference is October 13 – 15, 2008. Could having our conference so close to this one impact the number of people who might attend?
 - ii. We are committed to having a fall conference for the sake of our election cycle and also for the better chance at good traveling weather.
 - iii. Would it be beneficial to establish an annual date, such as the second Thursday and Friday each September.
 - iv. The final decision was to hold our conference on September 11 – 12, 2008.
- d. The Conference Committee is developing a binder to provide guidance with future conference planning.
- e. Ideas for the content of the conference were discussed and included:
 - i. We have the funds to offer a great keynote speaker, a well-known Wisconsinite, a motivational speaker, or someone very well known in our profession.
 - ii. Should we offer a one-day rate, especially since some people come for the test on the 1st day and do not plan to attend the two-day conference. Would they stay for the day after the test if they had the one-day rate?
 - iii. Do we need to get the state-rate for the meal also? The answer is no, because this is covered by the registration fees.
 - iv. People tend to leave early, skipping the second day or skipping the workshops offered on the second day. Is there a way to encourage them to stay for the full conference? Is it because the second day is a Friday and begins the weekend?
 - ❖ We could have a night/evening activity to encourage people to stay over night.

- ❖ We could offer a great keynote speaker and have that on the second day.
 - ❖ We could schedule the Ethics or the Boundaries sessions as the second day workshops since many people would be motivated to stay to get the certificate for the hours required in this training.
 - ❖ Do not put out the Certificates of Attendance until the second day.
 - ❖ Hold a raffle or offer door prizes on the second day.
 - ❖ May be choose a Wednesday – Thursday conference date (rather than the Thursday – Friday). It was generally decided to keep with the Thursday – Friday for 2008.
 - ❖ The committee will keep these comments in mind as they continue to plan.
- v. Ideas for workshops included:
- ❖ The testing for CIRS, CIRS-A, and CRS will be offered.
 - ❖ Working toward the development of a statewide disaster team and/or other disaster training.
 - ❖ ADRC's and 2-1-1's potential for working together.
 - ❖ A Taxonomy workshop.
 - ❖ Handling difficult callers.
 - ❖ Providing service to people who are deaf or hard of hearing (including the new technology, such as the video conferencing mentioned earlier in the meeting).
 - ❖ Providing assistance to people with developmental disabilities and possibly the more specific topic of providing help to people with developmental disabilities who have been victims of sexual assault.
 - ❖ Recruiting, training, and working with volunteers.
 - ❖ How do we care for ourselves after stressful situations.
 - ❖ Providing outcomes reports for funders.
 - ❖ Benefits (SSI, SSDI, BadgerCare Plus, etc.).
 - ❖ Training, Supporting, and Evaluating I & A or I & R (may be a panel).
 - ❖ The committee will keep these ideas in mind as they plan, please email them with any other suggestions.
- vi. We also need a theme and title for the conference.
- vii. Should we lower the conference fee? Should we keep the fee the same and use extra money on the keynote speaker or on the presenters? The general consensus was to let the conference committee make these determinations.

IX. Committee Assignments (Matricia Patterson):

- a. Matricia Patterson read off the current committee list and work was done to reorganize and assign all Board members to a committee.
- b. Matricia will follow-up with Board members who were not present and she will provide the final committee list for 2008 to the Board members when this is complete.

X. President-Elect Position Discussion:

- a. The nominations committee (Diane Strong, Ruth Rotramel, and Jane DeGeorge) will contact Board members who are able to serve as President-Elect (based on the term expirations of the current members) and from those contacts will make recommendations to the Board.
- b. Teresa Halverson will email the 2008 Board List with the expiration dates to this committee for their work and to all Board members.

XI. Study Group/Certification Testing Discussion (Steve Peterson):

- a. The organizers of the Study Groups are seeking to offer testing opportunities and corresponding study groups four times a year. A draft schedule was shared with the WisconsinAIRS Board along with a request to approve the schedule (AIRS requires this approval to schedule the exams).
 - ❖ **Teresa Halverson moved that WisconsinAIRS approve the Certification Exam dates proposed by the Study Group Committee. Jane DeGeorge seconded the motion and the motion passed.**
- b. Ginger Ayres will include the schedule in the newsletter.
- c. Barb Wien will proctor the exam offered at the 2008 conference.
- d. The Study Group Committee provides a Power Point study session, a study guide, and a sheet with supportive material and web sites to people seeking to prepare for the certification testing. These groups are not intended to be the only preparation time a person needs.
- e. It is agreed that the Power Point should not be made generally available since it is not intended to be used in lieu of attending a study group or on its own.
- f. The current process is to team up when presenting a Study Group. A more experienced presenter teams up with a new presenter, providing hands-on experience for a new presenter. Working in this manner they expect to expand the number of people who can present and keep this process going. This process may also work for the development of a pool of people who could proctor the exam. It is also a good way to bring people into the process.
- g. There is currently no study group for the CRS exam.
- h. There is a need to provide a title to the study group.

XII. Archived Materials Discussion (Barb Wien):

- a. The WisconsinAIRS (IRPW) archive of materials is currently housed in Barb Wien's office. It is not a problem to continue housing it there.
- b. There is an intent by the Board to compile a history of our organization. Along with the materials in Barb's office there are the annual lists of accomplishments presented at the general membership meeting each year. Jane DeGeorge has these. The President's annual report should also be available from the annual meeting minutes.

XIII. Other Business Discussed:

- a. New Board members who would like to have their binder prior to the next Board meeting may contact Luann Teige and she will mail it to them.

XIV. Next meetings:

- a. The next meeting date is April 11th. Julie Seeman will check on having it at the Best Western Hotel in Waupaca. They have a nice room for meetings.
- b. Jayne Mullins will check on Madison sites for the July 18th Board meeting.

The meeting was adjourned.