

WisconsinAIRS Board Meeting
April 11, 2008
Held at Radisson Paper Valley Inn in Appleton

Present: Steve Peterson, Luann Teige, Devon Christianson, Teresa Halverson, Matricia Patterson, Ruth Rotramel, Barb Wien, Julie Seeman, Jayne Mullins

Also present: Maurine Strickland, Bureau of Aging and Disability Resources and Elizabeth Linqvist, Intern at 2-1-1 Impact

Not present: Lisa Clark, Janell Keeter, Lynn Scheinoha, Diane Strong

- ❖ President Matricia Patterson opened the meeting and introductions were made.
- ❖ **PRESIDENT'S REPORT (Matricia Patterson)**
 - A. Matricia expressed the need to take some time during this meeting to look again at the Committees (who is on each committee and what the duties are for each committee). We should look at the by-laws for a description of the responsibilities for each committee.
 - B. Matricia also noted that the Radisson Paper Valley did not charge WisconsinAIRS for the use of the room for the Board meeting.
- ❖ **SECRETARY'S REPORT (Teresa Halverson)**
 - A. Teresa shared copies of the January 11, 2008 Board Meeting minutes. No Changes were requested.
 - **Luann Teige moved to accept the January 11, 2008 Board Meeting Minutes. Julie Seeman seconded the motion and the motion passed.**
- ❖ **TREASURER'S REPORT (Lynn Scheinoha)**
 - A. The report was deferred to the next meeting as Lynn was unable to attend the meeting.
- ❖ **2-1-1 WISCONSIN BOARD REPORT (Steve Peterson)**
 - A. The 2-1-1 Wisconsin Board has transitioned from the original Board (which was comprised primarily of representatives from the 2-1-1 Call Centers) to provide a more open and diverse membership. They have 11 appointments and 4 ex-officio appointments.
 - The Board will focus on securing funding and the promotion of establishing 2-1-1 nationwide.
 - Eric Ostermann's position will be to work with Board members to find funding for 2-1-1 Wisconsin.
 - B. An Operating Council which is comprised of a representative from each 2-1-1 Call Center has been established.
 - The Operating Council is charged with moving the work plan forward, ensuring statewide consistency of service, and quality control.
 - C. The 2008 Goals include:
 - Implement the statewide database.

- Select and implement the statewide phone system.
- Standardize reporting statewide.
- Establish a core set of policies and procedures.

D. Discussion of the 2-1-1 Wisconsin report including the following:

- Does 2-1-1 Wisconsin have a deadline for choosing their software?
 - Steve Peterson noted that there will be another Data Summit in May. He believes that a recommendation for the software will be made to the 2-1-1 Board after that summit. The goal is to have software selected by the end of the year.
- How were the new 2-1-1 Wisconsin Board members chosen?
 - A Nominations Committee was created to seek members for the Board. Mike Davis and Gina Franks were on this committee.
 - The goal was to attain representation from various areas of skill/expertise such as marketing, emergency management, telecommunications, etc..
 - There was also a desire to have good geographic coverage providing all areas of the state with representation. There was some concern about whether any of the new board members were from the far northern counties.
 - Steve Peterson can provide a list of the current 2-1-1 Wisconsin Board membership.
- Have they chosen officers for the Board yet?
 - No information was available about the selection of the 2-1-1 Wisconsin Board Officers.
 - The Operations Committee is headed by Co-Chairs Bob Waite from 2-1-1 Impact in Milwaukee and Amy from 2-1-1 Infolink Northeast Region.
- What is the organizational structure of 2-1-1 Wisconsin?
 - The 2-1-1 Wisconsin Board is the governing body. It consists of 15 members and 1 ex officio (non-voting) member.
 - The Operations Council provides guidance and oversight to the system.
 - The system consists of the regional 2-1-1 Centers.
 - Eric Ostermann has been hired by the Board to serve as the Executive Director.
- Are there any representatives from the Aging/ADRC organizations?
 - Gina Frank from Wisconsin Department of Health and Family Services is on the 2-1-1 Wisconsin Board. She has been part of the ADRC system development in Wisconsin.

E. Steve is able to provide to WisconsinAIRS Board the 2-1-1 Wisconsin Board Roster, their most recent meeting minutes, the minutes of the Operations Council meeting, and a history of who was nominated to be on the 2-1-1 Wisconsin Board.

F. Luann Teige noted that she has had some communication with the 2-1-1 in Duluth Minnesota which is providing 2-1-1 coverage for Douglas County and the progress for that coverage seems positive. She also stated that the other Northern Wisconsin counties do not seem to be receiving the same consideration. There does not seem to

have been any contact with the health and human service agencies and there has not been publicity so most people in these areas are unaware of 2-1-1. There is concern that these people will not receive the same quality of service that people in other areas of the state have access to.

- G. Steve Peterson suggested that we devote some time from our next meeting to discussion of any concerns we have about 2-1-1 Wisconsin. At that meeting he will have more information about the changes and their progress.

❖ **Communications Committee (Luann Teige)**

A. Web Site:

- The web site is being updated and will now include:
 - A "Save the Date" for our fall conference.
 - The list of CIRS/CRS/CIRS-A exams being offered by WisconsinAIRS and a list of the CIRS Study Groups being offered by WisconsinAIRS.
 - The approved minutes from previous WisconsinAIRS meetings and the most current meeting minutes from 2-1-1 Wisconsin.
 - A link to the 2-1-1 Wisconsin web site.
 - Mistakes that were on the site will be corrected.
 - The links to the 2-1-1 agency web sites will be updated and their coverage areas will be checked for accuracy and corrected if needed.
 - People with suggestions for other updates may contact Luann Teige.
- Suggestions discussed at the meeting included:
 - Adding a link to the Wisconsin ADRC web site.
 - Linking to other web sites, possibly including, Family Resource Centers, Child Care Resource and Referral Centers, Domestic Violence sites, military I & R/I & A sites, a link to ACCESS.gov, links to other specialty I & R organizations.
- The suggestion was made to have the communications committee develop some guidelines to assist in deciding what links to have from our web site to other sites and then to have some further discussion about who to contact to add to our links.
- Luann noted that Onalaska Web has been very good to work with.

B. Newsletter

- Ginger Ayres emailed the WisconsinAIRS Board with a proposed quarterly publication schedule:
 - February (mid-month) – articles due January 30
 - May (mid-month) – articles due April 30
 - August (mid-month) – articles due July 30
 - November (mid-month) – articles due October 30

The Board suggested a change with the August edition, moving the date of publication to early August with articles due by July 15. This would provide an opportunity for a more timely focus on the Fall Conference in the issue.

- Articles needed for the May 2008 issue include:
 - President's letter from Matricia Patterson.
 - Conference information (and registration form, if it can be done in time) from the conference committee.

- The discussion regarding this noted that the conference information goes out to our ListServe and various other ListServes and our membership at large. It was decided to include a “save-the-date” in the newsletter but keep the communication on the conference separate at this point.
- 2-1-1 Wisconsin report from Steve Peterson.
- AIRS Affiliate Council report from Jayne Mullins.
- One of more useful websites from each Board member.
- Any other “breaking news” or “urgent topic” articles may be submitted.
- Suggestions from the Board for inclusion in the newsletter included:
 - The CIRS/CIRS-A/CRS exam schedule and the schedule for the study groups.
 - A highlight of the new ADRC’s from Maurine Strickland.
 - Barb Wien could provide an article on “Rock Responds”, a program in Rock County which matches people who have specific needs to others who may be able to provide the needed item(s).
 - Information on the Digital Analog TV switch in 2009 from Jayne Mullins.
 - Information on the Tax Stimulus plan from Luann Teige.
 - An update on the response to the August 2008 flood from Teresa Halverson.
 - It was noted that Ginger could use what she deemed appropriate from these contributions in the May newsletter and possibly save some for future newsletters.

❖ **Certification Study Groups (Luann Teige)**

- A. The final draft of the scheduled exams and study groups was shared. This information has also been posted on the AIRS web site.
- B. We have people from out-of-state signing up for our tests.
- C. The number of offerings for tests and study groups this year should also help to create a good core group of facilitators for the future.
- D. WisconsinAIRS may now want to consider developing a study curriculum with facilitators for the CRS exams. This could be a goal for 2009.
 - Steve Peterson suggested connecting with the 2-1-1 Wisconsin Data Summit group for assistance or collaboration with this. He will look into the possibility of working with this group.
- E. The WisconsinAIRS Board expressed appreciation for the people who put together the study groups; Maurine Strickland, Steve Peterson, Luann Teige, Lisa Clark, and Janell Keeter.

❖ **Conference Committee (Julie Seeman)**

- A. The committee had a draft of the conference which was shared with the Board. They expect the final conference schedule to be set within a week or so.
 - Some things noted about the conference include:
 - Ethics and Boundaries will be presented as one topic with 2 2-hour sessions.
 - Jeanne Ward, the presenter for the Ethics and Boundaries sessions, has requested some background information on Information and Referral and Information and Assistance as well as some realistic scenarios related to ethics

and boundaries from our profession. People with ideas/suggestions may send them to Matricia Patterson.

- WisconsinAIRS will cover the hotel cost for one night for Jeanne Wagner, the Ethics and Boundaries presenter.
- An application for membership on the WisconsinAIRS Board has been added to the Conference Agenda.
- A brief (15 minute) welcome has been scheduled for the first day, just before the first sessions and the testing session begin.
- The conference committee will make the decisions on the menu when the hotel makes their new menu available.
- The Keynote Presenter will be Jay Zollar, Vice President and General Manager of WLUK Fox 11. The subject of his talk is not yet known.
- Workshops include:
 - Ethics and Boundaries: Risk Management Audit
 - Difficult Callers/Chronic Callers
 - Interviewing Persons With Developmental Disabilities
 - Humor
 - Aging and Disability Resource Centers: Are They Taking Over the World? (a panel discussion)
 - The Six “R’s” of Volunteer Management: An Introduction for Leaders of Volunteers
 - An Introduction to the Taxonomy
 - ACCESS.gov
 - Depression/Suicide
 - Program Outcome Evaluation – The Basics for I&R/A’s
- Also included are the Vendor Fair and the CIRS/CIRS-A/CRS exam session.
- The speaker for the ACCESS.gov, Jeff Burkhardt, is not yet certain. If he cannot attend Maurine Strickland has a possible speaker on health issues, health management, and prevention to fill that spot.
- Conference costs are the same as last year: \$100 for members and \$150 for non members for the early bird and \$125 for members and \$175 for non members after that date.
- There will be 4 scholarships available. Applications will be due by July 15th and notifications will be sent early August.
- The hotel booking contract is signed and the conference rooms are booked together this year.
- Ozaukee County Aging Services Department will not be able to handle the registrations for us this year. Jayne Mullins stated that she is certain that AgeAdvantAge AAA, Inc. could provide this service for 2008. The conference committee will need to send a list of what specific services are needed and they will respond with a proposal and what they will charge for the work. The conference committee has the authority to OK the price for the registration work.
- Because the Keynote Speaker is not charging us we have some additional funds. It was suggested that we provide tote bags for the attendees.

❖ **AIRS Affiliates Council (Jayne Mullins)**

- A. The most recent teleconference included discussion on the following issues:
- Membership: how to recruit new members, how to connect with members who do not renew their memberships, how to get more memberships at the higher levels. Suggestions included more promotion of the advantages of membership at higher levels and offering some of the basic online courses free for the higher level members.
 - Jayne will post the updated membership list on WisconsinAIRS. We currently have the most members of any affiliate nationwide.
 - AIRS conducted a survey regarding conferences with the affiliates. WisconsinAIRS' conference could be considered "five-star" based on the responses. It was mentioned that we may want to work on a conference manual that could be shared with other affiliates.
 - AIRS is still working on sponsorship for a national designation of a day (or week or month) recognizing Information and Referral Specialists. It was mentioned that may-be WisconsinAIRS could work with the Wisconsin legislature to have a State designation of a day or week for Information and Referral Specialists. Jayne Mullins would be willing to work with someone else on this.
 - Jayne will continue to post Affiliate news on the WisconsinAIRS ListServe.
 - Teresa Halverson will attend the next Affiliates Council Meeting in Houston, TX at the annual AIRS Conference. Jayne Mullins is unable to attend due to her daughter's college graduation.

❖ **Committee Assignments Discussion (Matricia Patterson)**

- A. Matricia Patterson led a discussion regarding the purpose/responsibilities of the various committees as described in the by-laws. Discussion points included:
- Where does the Certification/Study Group Committee fit? Steve Peterson pointed out that this is a sub-committee of the Conference Committee (meeting the by-law criteria under "...and additional educational and training opportunities for WisconsinAIRS members and other providers of information and referral/information and assistance services.")
 - May-be we should change the name of the Conference Committee to Education Committee. This would need to be approved by the full WisconsinAIRS membership.
 - Add Jayne Mullins to the Membership Committee (she distributes the membership listing received from AIRS).
 - Do we need a letter to send soliciting new members and also for those who have not rejoined?
 - We need to contact Diane Strong regarding her thoughts about continuing to serve on the WisconsinAIRS Board and committee membership (are there changes due to her change in job?). Teresa Halverson will contact Diane about this.
 - Matricia Patterson and Barb Wien will join the Nominations Committee. This committee assists in finding Board members and Board officers.
 - The Nominations Committee will contact Jane DeGeorge to see if she has suggestion for filling her position as she has left the Board. Jayne Mullins has

sent an application to a person who was identified as interested. It was noted that we should open the application process to the entire membership.

- Other comments regarding Nominations and Board Membership included:
 - We will know how many openings we have once we have talked to Diane Strong.
 - We need to look at the term limits and begin to recruit for next year.
 - We are not obligated to ask the entire membership.
 - We currently have a solid group serving on the Board and may-be don't need to replace the lost seat. This will be discussed at the July meeting.

❖ **Archived Materials Discussion**

- A. Barb Wien noted that we need to go through the archived materials at our next meeting. There is also a question of where to store this. Luann Teige also has some material at her office.

The next meeting will be on Tuesday, July 8, 2008 in Madison or a potential 2009 conference site.

The meeting was adjourned.