

**12/18/2022**

**Attendees:**

Megan Bonke, Social Media Chair  
Kelsey Acevedo-Soto, Director of Membership  
Shan Ru Lin, Director of Communications  
Cassandra Krcmar, Treasurer  
Amber Przybyla, President

**Year in Review and Goals**

**Secretary**

- Secretary unable to be in attendance. Secretary took notes for all board meetings and also supported the organization as an overall entity.

**Communications**

- SAIC paid advertisement fee.
- One-Time advertising fee on the website (\$25) for a fee-based event.
- Free events and jobs are free to advertise.
- Develop ideas for different income generating, on website, we have healthy activity
- Art Therapy referral-lists need to be reworked by theme/group.
- Pennsylvania Art Therapy Association - Collaboration/advertisement for next event. They want to know about reciprocity in advertisement? Thoughts are that they are NBCC events there should be no reason not to collaborate.
- Send out email blast reminding about February event after the holidays so it makes financial sense.
- Idea: Creating a recording of the event and making it an asynchronous learning opportunity that can be purchased on the website.
  - Requires copyright of the event. Monitor, exam, evaluation,
  - How does Barb feel about that?
  - Contract for presenters (include information about copyrighting workshops).
  - Can we create our own virtual trainings for the website as funding opportunities.

**Social Media**

- Goals- Questions and postings through Facebook "New Pages". Would developing a FB group be beneficial? Will begin to explore the potential.
  - Set up rules before
  - Share credentials
  - Monitor for appropriateness. How would you be moderating?
  - No case consultation on FB
  - Limit to policy, new rules, etc.
  - Potential for public discourse around unresolved issues/drama
  - Think about clear guidelines and what it is and isn't.
  - Thoughts on posting perspective jobs?
  - Sharing general information.
- Using LinkedIn to share news and workshops.

### Treasurer -

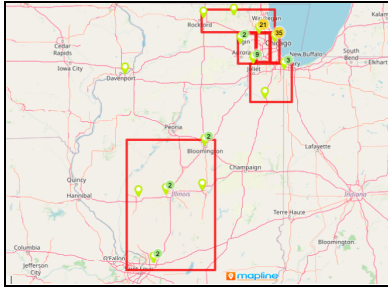
- Ask for approval from Cassie for reimbursement before using your card - this is only for extreme circumstances.
- Cass was able to access bank account smoothly
- Sorting through google account, drive, emails,
- Looking into the 2021 budget and getting bearings on the current state of financial affairs in order to develop for 2023. Create a budget, can collaborate, propose to board and then vote at the meeting.
  - Recurring costs
  - Events budget
  - Tracking influx of membership dues and when they come in to analyze timing
  - Summary on what comes in, what we spend
  - Questions/comments:
    - What is our income/expenses?
    - An event space in the past was beneficial, would that be something we would think about again?
    - Plan on how to generate revenue. We have a cushion but do not generate more than we spend.
    - Could we develop a budget for each event; general guidelines.
    - Is there a way to change email for receipts so they go to the treasurer?
    - Treasurer update on costs and finance status after each event?
    - How do we share the advertising income with treasurer?
    - Set up a google drive folder for receipt drop for accounting.
    - Get approval from Cassy to get reimbursement

### Programs -

- Maybe have an art therapist speak on student loan forgiveness
- Maybe hosting a speaker to discuss student loans postgraduate
- Amber will meet to talk about different advocacy events, financial literacy, etc. with content that can be purchased on website
- Creating contracts for events with speakers
- Possibility of creating an online webinar series?
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### Membership

- Kelsey is in her email account
- **Goal** : Report to the board every meeting
  - Total members
  - Member interaction
  - New members
  
- 13 renewals in the past month
- 87 members total
- Kelsey created a map showing membership



- Discussed hosting regional events
- Survey will include demographic information
- **Goal:** Finish and send out survey
- Will share spreadsheet with the board
- Honorary Members - How to connect with them and generate revenue
- Looking at what are the little groupings in each area that has been identified
- Kelsey willing to host meeting at her home
  - Maybe quarterly - Spring 2023
- How do we drive more membership
  - Could we be present at orientation for programs?
  - Document what are the benefits to membership, for professionals and students.
  - Student support:
    - Job fair March to May -
    - What organizations hire recent graduates - Jami will ask to share list
    - Kelsey will start a list of organizations that hire recent graduates - complete before next week.
    - Public vs. private job searching? Student loan forgiveness
    - Financial literacy for students, workshops, speakers.

### **President**

- Update role & responsibilities
- Update transitions for board members
- Best practice
- Collaboration with students/schools
- Calendaring of finances, transitions, etc.

### **Student Liaison**

- Will meet with Adler group in January
- Jamie has been talking with students at SAIC
- Have been art based surveys and google forms survey
- Difficult to recruit students to do anything that is not required for their degrees; and difficult to get students to engage in things that are required.
- Named stress that graduate students are presently under
- Named board meetings might be a area where students do not have capacity since many are working part-time
- Education and networking opportunities - students are so focused on the program she is not sure how much they would engage

- Financial limitations - ticketed events may not be feasible
- Conducted a survey - 3 people answered which speaks to the level of burn out with students, especially students in internship
- Placed a list asking students what they need: paid internships/unpaid internships, financial burden of school, graduate with a large amount of student loans, salaries are low starting out, paying for supervision is a burden
- Concerns: internships and finding jobs after graduation
- Maybe it's a job fair
- Student membership is \$80 - AATA
- Kelsey spoke to the transition from grad school to being a professional
- Jamie will follow up with placements
- Ask Ryan about places that would hire recent grads
- There is a need for financial literacy
- Students might come to events is if there is an incentive
- Hoping to share results of survey in early January
- **Job Fair could be most beneficial - maybe over spring break**
- **Creating a list of places that hire students**

Google Number for email accounts?

- Can create an account using IATA email

#### Licensure

- Meeting with Tyler January 15th at 11am

#### End of the Year To-Dos

- Archive Emails for year 2022
- Set meeting dates for Y23 - do we want to keep Sundays at 11am and Thursdays at 7pm on the 3rd week of the month?

#### Identifying new board members for year 2024

- Board member list - 1st
- Amber meeting 1:1 to speak to the needs/why of membership
  - Ex: licensure
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General agenda review:

- Would love if in December next year could be the time to do transitions of accounts
- Archiving emails for 2022
- Set meeting schedule for next year's meetings, alternating Sundays at 11 and Thursdays at 7pm
- Jan 15th at 11am, Tyler (Policy Public Affairs manager) - oversees writing legislation for states) will join, come prepared with questions.
  - Ask him to introduce himself and his position
- Plan to meet with Adler in January and talk about collaboration; student Liason
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Will be out  
Julie

**Email confirmation**

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Megan  
Julie  
Shan  
Cass  
Kelsey