



ANNUAL BOARD RETREAT
Friday, February 18, 2005
8:30 AM – 3:30 PM
Agenda

- | | | | |
|--------|---|------------------|--------------|
| I. | Welcome & Introductions | <i>Leslea</i> | 8:40 - 8:45 |
| II. | Overview of Agenda & Goals for Day - | <i>Catherine</i> | 8:45 - 8:50 |
| III. | Business Meeting | <i>Leslea</i> | 8:50 - 9:30 |
| ACTION | Consent Agenda:
a. Approval of January 2005 Minutes
b. Acceptance of December 2004 Financial Report | | |
| ACTION | 2004-2005 Annual Plan – Ron Sarazin | | |
| IV. | Board Engagement - | <i>Catherine</i> | 9:30 -10:15 |
| | A. Board Survey Results | | |
| | B. Board Involvement in Work Plan – Large Group Discussion | | |
| | BREAK | | 10:15 -10:30 |
| V. | Telling the Story - | <i>Catherine</i> | 10:30 -11:30 |
| | A. How You Tell the Story Now - Small Groups | | |
| | B. Report Back | | |
| | C. The Myths of Poverty – Large Group Discussion | | |
| | D. Dispelling the Myths | | |
| VI. | Refining the Story - | <i>Catherine</i> | 11:30 -12:00 |
| | A. The “Elevator” Speech - Small Groups | | |
| | B. Report Back | | |
| | C. The “Rotary” Speech – Group Brainstorming | | |
| VII. | LUNCH | | 12:00 -12:45 |

- VIII. Getting the Story Out There - *Catherine* 12:45 -1:45
- A. Venues for Telling the Story - Group Brainstorming
 - B. Specific assignments
 - C. Develop work plans - Small Groups
- IX. What the Organization Needs from You - *Jerralynn* 1:45 -2:00
- X. Role of Board in Fundraising - *Catherine* 2:00 - 3:00
- A. Fundraising 101
 - B. Practicing Making the Ask - Small Groups
 - C. Report Back
- XI. Next Steps and Wrap-up 3:00 - 3:30

Board Retreat Notes

February 18, 2005

Comments

Jerralynn highlighted primary responsibilities of Board members: to act as an ambassador, attend meetings, and make a gift. Copies of the updated Board Member Job Description were made available for their Board Manual.

Survey Results

Catherine Crooker briefly reviewed results from the recent survey and invited comment. When asked what could be done to move the Board performance into the excellent column (#8), they responded with:

- Filing vacancies on the Board
- Encourage involvement on committees
- Hope for better results from hard effort
- Set specific goals for the Board
- Look to low-income representatives to help maintain consistent, clear ties with the mission
- Learn more about the impact of a tri-partite Board
- Add member of faith community to the Board

The agency philosophy of a “hand up rather than a hand out” is a common reasons given for why Board members volunteer. Catherine will compile the written comments and distribute them soon. Overall, the survey indicated:

- A. Strengths – heart for the poor, management
- B. Areas to improve – communication, P-R and fiscal stabilities

2004-05 Annual plan

1.a How can the Board fit into / help with achieving the annual work plan?

Discussion about public elected officials and their status as permanent or alternates on the board. Even if they designate someone to vote for them, it is important to keep them in the communication loop.

Tom Hughes thought he could use the city newsletter to talk about poverty issues in Hillsboro and the impact of poverty on economic development. Maybe Rob Drake could do the same in Beaverton?

2 a. How could Board members help with the 40th anniversary celebration?

- Make public presentations
- Schedule 2-3 minutes on city council agendas to communicate about CA
- Find more venues to share the poverty.ppt
- New videos, presentations, find ways to share stories and show more people
- Brain storm stories for future videos: “A day at CA”

Myths of Poverty

The Group brainstormed about the myths of poverty and ways to dispel those myths, as follows:

The Myths of Poverty

- All poor people are Latino – and are here illegally
- Reality of the poverty level in Washington County
- Is poverty invisible?
- *Any job* will get you out of poverty
- The poor are unwilling to work
- Different perceptions of “what is poverty”?
- Poor are willing to work harder so (we) can exploit them – they ought to be grateful
- Poverty is accepted - -and shouldn't be
- Its an individual's problem,, not a systems issue
- Washington County's poor are in *western* Washington county
- People have a lot of kids to get welfare
- Poor = on welfare
- Social services (are) ineffective
- If it was good enough for me, its good enough for those people
- There are no homeless youth in Hillsboro
- If you provide services... they will come
- The “war on poverty” can be won
- The government takes care of the poor; “I already gave (taxes)”

Myths about Community Action

- Is just Hillsboro-based
- Programs are for Mexican, Hispanic
- Only provide emergency services
- Only do Head Start

Dispelling the Myths

- 88% of those living in poverty in Washington County are Anglo
- Of the 9% in poverty, 80% are white, 20% non-white – matches population statistics
- We deal with a lot of working poor
- Communicate about the reality of poverty in Washington Co
- Help people learn to *see* poverty
- The structure of our employment system has changed
 - off shore jobs
 - mechanization and technology
 - mid-level jobs going away
- Only 1 in 3 living in poverty are receiving public assistance
- Can we find out how many are illegal?
- Demonstrate effectiveness
- Balance - reflect in P-R the diversity that we serve, messaging and visual materials should accurately reflect the demographics

Refining the Story – In the interest of time, this work was refereed to a sub committee composed of Alfredo, Craig, Deb Elkins, Leroy, Leslea, Jeri Alcock as staff lead, and Catherine.

Jerralynn spoke to the question, “What does CA need from Board members?”

1. Transfer what you know to us and our work
2. Introduce us to your friends, associates; link us with a program
3. Help tell our story

Specific needs includes:

- Need a Board member to represent us on the Policy Council
- Tom Brian designee to serve on the Board – any ideas?
- Open position representing private sector – any ideas for candidates?
- Property management focus group – any ideas for members?
- Finance committee would like to have a CPA join them – any ideas?
- Make contact with Legislator or Congressional representative
- Write letter to editor or op ed piece
- Visit a city council, team with J ness and make a presentation
- Attend POE events and meet, greet, bring guests
- Speakers’ bureau – who would be interested in speaking to groups?
- Table captains for fundraising events – invite guests, don’t need to ask for \$

She encouraged Board Members to e-mail her with their interests.

Venues: Where can Board members tell the story? And how?

Alfredo	Cornelius City Council
Dan & Dick	Westside Economic Alliance
Leroy	Beaverton Rotary
Leslea	Churches, Faith-based organizations, Ministerial association
Ralph	Cornelius Chamber, Civic club, Boosters...
Tom	Hillsboro Newsletter

Fundraising 101

The day ended with a review of general fundraising principles:

Why people give
How people give
How we ask