

Power of We Consortium
Leadership and Practice Committee
Minutes - November 16, 2011

Present: Katie Ellero, Cathy Babcock, Dennis Neuner, Peggy Vaughn-Payne, Laura Sager, John Roy Castillo, Peggy Roberts, and guest Al Swain

Co-chair Cathy Babcock opened the meeting with introductions. Newly hired NorthWest Initiative Outreach Manager Laura Sager was warmly welcomed.

The meeting agenda was adjusted to reflect the fact that website analytics are not yet available for the PWC website due to technical difficulties in obtaining this information. Therefore, review of the PWC brochure was next on the agenda. Multiple observations were made for improvements to the design of the brochure, including:

- Reduction in the # of pictures on the front cover (LPC members will search for pics that might be used and send them to Peggy)
- Pics should be free of details, engaging, representative of the community
- Rearrangement of text to reduce text on the inside and to utilize the center panel that would have contained mailing information (this will be deleted)
- Edits to some text (reduction of caps, etc.)

Peggy will do some basic edits and then Cathy will assist with the re-design using InDesign software. Timeline: have ready for a final review by PWC at the January meeting.

The LPC Work Plan for 2010-2012 was reviewed regarding the Goal #2, Objective 1, Activity 2.2: Invite resource organizations to LPC meetings for presentations. Discussion yielded topics for LPC meetings and/or community workshops:

- Compliance with state and federal laws and regulations when planning fundraisers
- Managing difficult or threatening client interactions
- Recruiting, managing, and rewarding a diverse corps of volunteers (possibly Pat Hemingway)
- How to run an effective publicity campaign
- How to use social media and e-bulletins that fit your organization's needs
- Doak Bloss – speak about his diversity workshops
- Stats to use in writing grant proposals (Michigan League for Human Services)
- Lobbying do's and don'ts for nonprofits engaging in advocacy

Al Swain, Director of Marketing and Public Relations for Capital Area Center for Independent Living (CACIL), was guest presenter. Al referenced the ADA law of 1990 which was established to provide physical and communications access for all people for existing, new, and buildings being altered. Al has been trained to complete building accessibility audits of “readily achievable removable barriers”, such as doorway widths, ramps, toilet seat heights, etc.

LPC members discussed with Al specific challenges in trying to provide equal access for their clients to old buildings in which organizations are located. There was insufficient time to cover all issues, so there was discussion about having Al come back. One idea may be to ask Al to do a workshop for a large number of organizations under the PWC Capacity Building program. Peggy will follow up.

Next LPC meeting: January 25, 2012, 10:00 – 12:00 am, Conference Room B