



BOARD OF DIRECTORS MEETING

Hilton Santa Cruz/Scotts Valley, Scotts Valley, California

May 2, 2015

Minutes

- I. The meeting was convened at 5:34 PM. Each member introduced himself/herself, and it was established that a quorum was met. The CSH President, Kathy Hardy, conducted the meeting.

In Attendance: 9

CSH President, Northern Chapter President, Membership and Convention Chair: Kathy Hardy, CSH Vice President, Immediate Past Secretary and Education Committee Chair: Jennifer MacDonald, CSH Treasurer, San Diego Chapter Treasurer: Dusko Trajkovic, CSH Secretary, Los Angeles/San Bernardino Chapter President, Director and Webmaster: Rebecca Luna, CSH Nominations/ Elections Chair: Janna Frey, Northern Chapter Vice President: Debbie Overcash, Northern Chapter Director: Robin Simpkins, Los Angeles/San Bernardino Chapter Secretary: Julie Galindo, Los Angeles/San Bernardino Chapter Member and Cedars Affiliate: Jennifer Godinez

- II. Secretary's report Jennifer MacDonald, Immediate Past Secretary

Secretary's Report: A motion to accept the 2014 minutes as written was made and seconded. **Motion passed.**

- III. Treasurer's report Dusko Trajkovic

Convention Account	\$17,826.49
Operating Account	13,494.43
Business Market Rate Savings	11,581.81
PR	1,902.18
PayPal*	5,077.50
Eventbrite* (as of 4/27/15)	<u>2,956.88</u>
	\$52,839.29

**Reflects net amount (after accounting for imposed service fees)*

It was noted that the PayPal funds were transferred to the convention account prior to the meeting, but after they were logged into the report as indicated above. Additionally, it was noted that the Eventbrite funds retain a 7-day holding period (after the event's end) before a transfer can be initiated. Thereafter, the Eventbrite funds will be transferred into the PayPal account and drawn as needed.

The phrasing of the approval statement for the Treasurer's Report was discussed. If the bylaws require an audit then, prior to being audited, the report can only be approved "as written." The bylaws will be reviewed to determine if an audit is required and any necessary steps will be taken to comply. Meanwhile, board approval of the report will follow the convention of "approved as written."

A motion to accept the numbers of Treasurer's Report as written was made and seconded. **Motion passed.**

IV. COMMITTEE REPORTS

- a. **Awards:** No nominations received and no awards given for 2015. Plans to increase advertising and communication next year were briefly discussed including PR and online methods of informing members.
- b. **Education:** Report by Jennifer MacDonald. Jennifer noted that this year it was more challenging to get vendor-sponsored workshops and that CSH had to cover the costs for some workshops. It was also noted that the 90-minute workshops were a success with attendees, but warranted review of their cost-effectiveness due to having to fly-in and cover costs for more speakers. Kathy pointed out that the 90-minute workshops had very good attendance, promoted more diversity in workshop topics, and allowed attendees to fit more workshops into their schedule. She also emphasized the need to procure more local speakers and widen the scope of where to look for speakers.

Discussed suggestions to reduce costs associated with 90-minute workshops were as follows: obtain local speakers (at least within the state), have a speaker conduct an additional workshop on another topic, schedule the workshops on a day/time that promotes the greatest draw, and obtain/use input from members (younger ones especially) to plan workshops that will generate more excitement and greater attendance.

- c. **Judicial/Legislative:** There have been no requests for judicial proceedings. There was a change to the NAACLS standards in September 2014 that made the minimum education requirements for a NACALS accredited HT program to be an associate degree. Now all NACALS accredited programs must either culminate in an associate degree (or higher) or a certificate for those students who already hold the required degree. Many of the hospital-based certificate programs have

already begun aligning themselves with local community colleges to help support this change. There will be some time granted to recently accredited HT programs to get into compliance with this new standard. Specifically, they will have until their next accreditation review to show proof of compliance with this standard.

As a means to promote career and technical education (CTE) at the baccalaureate level, California is conducting a pilot program allowing for 15 colleges to have new baccalaureate programs added to their offerings that will lead to students being industry-ready at graduation. Mt. San Antonio College submitted their second proposal two weeks ago. This time around it was approved by the academic senate and is now awaiting approval from the chancellor's office. The final result of approval by the state is expected later this month. If approved, upper-division classes will be developed, tuition costs determined, and classes for the baccalaureate program will be scheduled to begin as early as Fall 2017.

- d. **Membership:** Report by Kathy Hardy. Written report submitted by Kathy Hardy. 90 members renewed (North: 46, LA/SB: 37, San Diego: 7).

Kathy replaced Tom Vongphakdy as interim membership chair effective 2/16/15. Due to an incomplete membership record, Kathy pulled and reviewed all available past records and compiled the information into a master list.

Increased communication as a means to promote new, ongoing and active membership will be a major focus going forward. Directors will be given a master list that specifies all those within their chapter territory. Renewal reminders will be sent to current/past members well in advance of a change in term and at appropriately determined intervals.

Creating and distributing paper membership cards was discussed. Although the Eventbrite receipt serves as proof of membership for those who register online, many have still commented that they would like to have a CSH membership card. It was determined that a 2x3 inch card with the CSH logo stating that the recipient is a member in good standing with the California Society of Histotechnology can be sent to any member who requests one on their registration form. Further details and volunteers to help with this task TBD.

- e. **Nominations and Elections:** Report by Janna Frey. A detailed report of election results was submitted and will be kept on file. Nomination requests were sent via email to save on time and postage. Paper ballots were mailed out.

- f. **Public Relations:** Kathy Hardy for Rita Trivino. Report submitted by Rita Trivino. T-shirt and license plate sales have gone well. Almost all t-shirts have been sold. \$910 has been collected from sales. Looking into getting a banner for CSH table at convention and an online store for CSH merchandise.

PR email needs to be updated on website.

- g. **State newsletter:** Report by Kathy Hardy. Newsletters will be released online only.
- h. **Website:** Report by Rebecca Luna. There were 81 members who registered online. For the convention, 65 people registered online (includes 11 students, 8 non-members, and 46 members). Additionally, 7 vendors registered online for the convention.

Eventbrite is working well and is a good alternative to much pricier alternatives.

Recruiting volunteers for promoting CSH's online presence on social media.

- i. **By-laws:** No report. A by-law chair needs to be appointed. Jennifer Godinez volunteered for the position.
- j. **SymposiumConvention:** The 40th anniversary for CSH will be celebrated at the 2017 convention. Ideas were presented and discussed for how to make the event extra special

V. Old Business

No old business.

VI. New Business

- a. Online elections: It would be more cost effective and less time consuming to have both nominations and elections online. Having elections online would require a change in by-laws. Currently only nominations are permissible online. Rebecca pointed out that online elections would require user logins to properly regulate voting. User logins would require support from a secure third-party service that may be costly. Rebecca will research available services and their prices. If warranted, Kathy will pursue the possibility of obtaining sponsors to offset the costs.
- b. House of Delegates Meeting: Volunteers are needed for the HOD. Robin Simpkins volunteered. The need for shifts at the CSH table was

discussed.

- c. Chapter vacancies: Emails will be sent out encouraging members to fill vacant positions. They will be appointed positions.
- d. Membership item: Jennifer MacDonald moved that Kathy Hardy be appointed membership chair. Motion seconded. **Motion passed.**
- e. Request for controls: Legalities of supplying controls will be researched.
- f. Appointment of by-laws chair: A motion to appoint Jennifer Godinez as by-laws chair was made and seconded. **Motion passed.**
- g. Dusko Trajkovic on behalf of Beverly and Chris: Dusko put forth the request to cancel on-site symposium registration (at least on Saturday afternoon and Sunday). Alternatives to manned on-site registration were considered. It was decided that on-site registration would be made available as a self-service option only. A CSH computer and printer will be made available at the registration desk and individuals will be asked to register themselves. More registration desk support will also be supplied (likely from attending directors if there are not enough volunteers).
- h. Dusko Trajkovic made the motion that any preregistered attendee changing workshops on-site will be charged at \$10 fee for mailing of the CEUs certificate unless due to a cancellation of speaker. Motion seconded and carried.
- i. Other: A CSH computer and printer will be purchased for on-site registration. Directors will be expected to lend support at the registration desk.

Jennifer MacDonald made a motion to adjourn the meeting. Dusko Trajkovic seconded this motion. The meeting adjourned at 8:29 PM.

Respectfully submitted,

Rebecca Luna
CSH Secretary