



April 2022 Agenda

MNSOPHE *MN SOPHE Board Meeting of the Executive Committee and Officers*

Date: Friday, April 15, 2022, 1:00-2:30

Meeting Link: <https://minnstate.zoom.us/j/97961744536>

Meeting ID: 979 6174 4536

[Board Google Main Folder](#)

AGENDA

Call to order & approval of agenda – Mary

Roll call- Jean

Introductions - Welcome to Kenia and Katie, new student representatives!

Old Business

- Approval of March 2022 Minutes
<https://docs.google.com/document/d/1-wv6vrYp57UVvLPugwue8SOVapseqLNI/edit?usp=sharing&oid=102372305426061623481&rtpof=true&sd=true>
-
- 2022 Goals
 1. Explore process and documents needed for becoming a 501(c)(3) organization
 2. Establish student scholarship awards – Student scholarship (\$250?) + Advocacy Summit
 3. Explore partnering opportunities with other organizations
 4. Professional development offerings quarterly
 5. Establish plan for marketing the value of health educators
- Recap from National Public Health Week
- Request from Iowa SOPHE – SWOT analysis discussion

New Business

a. Officer and Committee Reports

- President Report –Mary

- MPHA – MOU for CHES credits – meeting with Merry Grande update
- MPHA - NPHW psa partnership

- Secretary's Report – Jean

- Past-president Report –Kelly

- President-elect Report - Liz

Theme Chosen. Does anyone have ideas for speakers?

- Student Representative Report -

-Treasurer Report—Cherylee -

- Advocacy Report –

- Communications - Sia - (sent to committee over email)

Posting schedule:

- MWF - Posts at 6 PM (stories as needed)
 - Weekends - Liking/following/sharing other pages and organizations
 - Every other Friday by 5 PM - Email updates/jobs opportunities to MN SOPHE google group
 - Most popular post: Member Monday with Donna Anderson (347 reached on FB)
 - In the last 28 days (Mar. 18 - Apr. 14):
 - # of people reached = 943 FB and 97 IG
 - # of people visited = 26 FB and 38 IG
 - # of new likes/followers = 2 FB (276 total) and 4 IG (90 total)
 - NEW: Audience
 - 87% women and 13% men
 - 60% between ages of 25-44
 - Top 5 locations:
 - 9.8% Mankato
 - 6.5% Minneapolis
 - 4.3% Saint Paul
 - 3.6% North Mankato
 - 3.3% Rochester
- Continuing Education—Cat
- MN SOPHE Webinars (all are 12-1pm CST)

- **Health Equity- Amy Lopez (April 27) *Please help us promote this webinar! Thank you for all your help/willing to assist with reviewing the application.**
- May 6: Social Media- Taylour Blakeman and Jessica Barnes (may be moved back)
- June 9: Mental Health- Sue Adberholden
- July 14: Suicide Prevention- Stephanie Downey
- Community engagement- Melissa Heinen (TBD)
- Delegate Report—Judith
- Awards Committee - PH
 - [Student Recognition Award](#) draft created! (word application, online application, planning document, and communications tracker)
 - Would love your feedback by Wed. April 20 by 4pm. Please mark your feedback in a different color - thank you!
 - Next committee meeting: Wednesday April 20 from 4-4:50pm on Teams.
 - Next steps for the committee: finalize student award, review student scholarship (is this the same thing as the advocacy summit scholarship or are we providing a different scholarship - I see it's on the 2022 goals as two separate things?), review HEYA & OCPHEA awards
- Membership Report—Taylour, sent by email -

6. Good of the Order

7. Adjournment

2021	2022
Kelly Kunkel President	Mary Kramer mary.kramer-1@mnsu.edu (614) 208-7115 cell
Mary Kramer President Elect	Liz Heimer heimerliz314@gmail.com 507-848-7613 cell
Suzanne Driessen Past President	Kelly Kunkel kunke003@umn.edu (507) 381-3861 cell
Judith Luebke National Delegate	Judith Luebke judithluebke@me.com 507.382.5710 cell
Jean Streetar Secretary	Jean Streetar jmstree27@gmail.com 612-618-7822

Cherylee Sherry Treasurer	Cherylee Sherry csherry.flowers@gmail.com 612-747-6931 cell
Derek Hersch Advocacy Chair	???
Liz Heimer Awards Chair	PH Moua moua.pahoua@co.olmsted.mn.us 507-779-4528
Cecelia Schafer Comm Chair	Sia Xiong siaxiong95@gmail.com (651) 338-6349
Antonia Yenser Continuing Ed Chair	Cat Gangi gangi.catherine@gmail.com 810-814-1767
Taylor Blakeman Membership Chair	Taylor Blakeman sopheminn@gmail.com (763) 267 4018
Kayla R Student Rep - Undergrad	Kenia Guetterez
Sia Xiong Student Rep - Grad	Katie Stapleton

Read together:

<https://www.health.state.mn.us/communities/practice/resources/phqitoolbox/swot.html>

Joe Visker's (Past president) input 4/12/2022

Although I obviously don't have all the details, on face value I'm hesitant. A merger of two organizations should be mutually beneficial. If they are dwindling significantly, what do they bring to the table? The harsh but honest question is, is this a merger or a bailout? Are we potentially taking on more issues than we have the person-power, time, and/or desire to address? Do they have any strategic plans for recruitment and future endeavors? If not, would it be possible to disband their chapter and join MNSOPHE? Per our by-laws, individuals from surrounding states can join MNSOPHE if they do not have a local chapter.

I think its certainly something that can be further explored but again, on face value I have concerns. My two cents. I assume this would need to go to a vote for all members?

	HELPFUL (Positive Impact)	HARMFUL (Negative impact)
Internal	<p>STRENGTHS</p> <p>Increase Membership Numbers</p> <p>Doesn't cost anything to change name</p> <p>Helping neighboring state</p> <p>Partnering with another organization</p> <p>Professional Development</p> <p>Help to market to health educators</p>	<p>WEAKNESSES</p> <p>Joe: "Potentially taking on more issues than we have the person-power, time, and/or desire to address"</p> <p>In person events more challenging</p> <p>Already feeling spread out in MN already</p> <p>Burnout from volunteers</p> <p>Maybe it wouldn't feel as relatable (takes away from MN populations / policy)</p> <p>Advocacy challenging = political climates different in states; Advocacy chair role is more extensive</p> <p>Would have to go through drastic changes (bylaws, budget, etc.)</p> <p>Not in a place of readiness to merge</p> <p>Don't have the same population / public health engagement as MN</p>
External	<p>OPPORTUNITIES</p> <p>Can still help them without necessarily merging</p> <p>Contact other chapters with multiple states and ask how they operate (Kansas / Missouri; Delta)</p>	<p>THREATS</p> <p>Does Iowa SOPHE have major debts?</p> <p>Not everyone agrees to take on extra commitment from the board / membership to fully merge</p>

	<p>Could get more board members</p> <p>More efforts in recruiting (Iowa CHES, MN Summit; Wisconsin CHES list; N / S Dakota) for events</p> <p>Phased approach, engagement first</p> <p>What does a partnership look like? "What would dating them look like for 3 years?" - Cherylee</p> <p>Western WI partnerships opportunities</p>	<p>Wouldn't bring a lot to the table for MNSOPHE</p>
--	---	--