



**MN SOPHE**  
**Meeting Agenda/Minutes/Summary**

**Date: February 18, 2022**

**Time: 1-2:30 pm**

**Location: Zoom**

**Attending:** Mary Kramer, President; Liz Heimer, President Elect; Cherylee Sherry, Treasurer; Judith Luebke, National Delegate; Taylour Blakeman, Membership chair; PH Moua, Awards and Recognition chair; Kelly Kunkel, Past President; Jean Streetar, Secretary

**Absent:** Cat Gangi, Continuing Ed chair, *Vacant*, Advocacy chair; Sia Xiong, Communications chair; *Vacant*, Student Representative

**Facilitator:** Mary Kramer

**Recorder:** Jean Streetar

**Meeting Objectives:** Welcome new board members, determine goals for 2022

**Minutes Approved: March 18, 2022**

Agenda Item	Discussion	Person assigned
Call to order and approve agenda	The meeting was called to order at 1:02 pm. The agenda was approved (motion: Liz, second: Judith).	Mary



Roll call	Sia and Cat are unable to attend and have sent their committee reports. The Advocacy and Student Representative positions are open at this time.	Jean
Welcome and Introductions	Welcome new members who are able to join us today. Reminder to update your contact information. Introductions: "What brings you joy question?"	All
Informal discussion	Judith will check on adjusting the new logo so that "MN" could be placed in front of "SOPHE" for chapter use. There is another chapter that adopted this format and we would like to check that out. Cherylee mentioned that this would be her last year as Treasurer.	Judith
<b>Old Business</b>		
Secretary's report	Jean will not be available for the March 18 meeting. Liz volunteered to take minutes. There is a meeting template saved in a Secretary's folder. The follow up action from the last meeting is to approve the goals drafted at the January meeting. Approve January 2022 minutes (motion: Kelly, second Judith). Jean will record the approval date and send a copy of minutes to Taylour for posting and archives. Jean will send out meeting Highlights to members via list serve.	Jean, Taylour
Chapter goals for 2022	<ul style="list-style-type: none"> <li>• 2022 Goals               <ol style="list-style-type: none"> <li>1. Complete process and documents needed for becoming a 501(c)(3) organization (Cherylee, Judith, Suzanne)</li> <li>2. Establish student award/scholarship (Awards committee)</li> </ol> </li> </ul>	



	<ol style="list-style-type: none"> <li>3. Explore partnering opportunities with other organizations (Continuing Ed, Communications)</li> <li>4. Professional development offerings quarterly i.e. webinars (Continuing Ed)</li> <li>5. Establish plan for marketing the value of health educators (Communications, student project for Public Health Week)</li> </ol> <p>Motion to approve goals by Liz, second by Jean. Motion carries. These goals will be listed in each meeting agenda for reports and updates.</p>	
<b>New Business</b>		
One goal for each role	Mary asked that everyone establish a goal for their role on the board in 2022. These are reported below with other updates.	
<b>Officer and Committee Reports</b>		
President-Mary	<p>Please check to make sure you have access to Google Docs. If there are questions or you need to find something, check with Mary. Taylour has copied access for use going forward. Chapter and national tools have been saved in folders for our use.</p> <p>Student Reps and Advocacy Chair are vacant. Discussed ideas and people to reach out to. Taylour, Mary and PH have potential contact ideas.</p>	<p>All</p> <p>Taylour, Mary, PH</p>



	Promotional article : Why You Should Participate in Your State Association ... at Every Phase of Your [“HE” ] Career (example from SHAPE America, written by instructor at MSU-M). Kelly suggested that instead of an article, we could collect quotes from members to the question “Why do I belong to MN SOPHE or SOPHE...?” Sia and PH to possibly work on this.	Sia, PH
Past President-Kelly	Goal(s): Work on chapter by-laws edits and updates. Once a student rep is selected provide onboarding and guidance.	
President Elect-Liz	Congratulations to Liz on her new position as Grant Coordinator for Healthy Families America (Faribault, Martin and other regional counties)!! Liz sent out an invitation for a summit planning committee. There are eight people interested. Goal: Find ways to engage students.	
Student Representative-Vacant		
Treasurer-Cherylee	Report sent to board. Starting Feb, balance was \$7,574.98. As of Feb 18 the balance is \$7,734.39 which includes two new members. Goal: Complete 501c.(3) process.	
Advocacy-Vacant		
Communications-Sia Report sent	1. I will be part of the summit planning committee and am excited to be playing a role in the outreach/promotion.	



2. Currently, I post different items on Facebook vs Instagram sometimes, I do this so I can try to attract those on Instagram to Facebook and vice versa by promoting Facebook unique posts to Instagram stories (e.g. "go check out the job postings on Facebook").
3. My posting schedule:  
Weekdays - Posts and stories at 3 PM on FB and IG  
Weekends - Liking/following other pages/organizations  
Fridays - Email updates/jobs opportunities to MN SOPHE google group
4. Most popular post: Board Member FB post (878 reached and 126 likes/reactions)
5. In the last 28 days (Jan. 21 - Feb. 17):
  - # of people reached = 1,058 FB and 44 IG
  - # of people visited = 59 FB and 9 IG
  - # of new likes/followers = 4 FB (271 total) and 3 IG (77 total)

Goals:



	<p>1. Increase our engagement with other organizations and posts on social media so we can better outreach and be better known to others. Hopefully, I can achieve this through following, liking, commenting, and sharing/tagging posts from other organizations.</p> <p>2. For the question on sending out a survey for webinar topics - I can certainly help promote/send that out! I agree that it would be a good idea to add other questions that other members might be interested in asking. I also want to acknowledge that response rates are not very high usually from my experience, since surveys are all people have been taking, not just our organization, but many others too -- part of that zoom fatigue, people seem to be tired of surveys too. I could also do a poll on social media accounts, that might be another option as an alternative or as an addition to the survey for increased response rate.</p> <p>Please don't hesitate to reach out for anything!! Also shoutout to Tayour, Mary and Liz for helping me get my new role in place and bouncing ideas off of.</p>	
Continuing Ed-Cat Report sent	<ul style="list-style-type: none"> <li>• Zoom and Qualtrics accounts- does anyone have access to these programs that would be willing to let me use them for the MN SOPHE</li> </ul>	Kelly to follow up



	<p>Webinars? These are the current platforms we have been using and it would be great to continue to use these, otherwise I will change platforms for future webinars. <i>Kelly to assist with Qualtrics.</i></p> <ul style="list-style-type: none"><li>● <a href="#">Here</a> is the topic list that was previously collected for future webinars. Please add any future topics or any connections you have for webinars this year. <i>Reviewed by board-risk communication, mental health and marijuana laws of interest. Terry Swartout from MDE.</i></li><li>● One idea I would like to do is to survey MN SOPHE members or do a bigger outreach to ask about topics members would like to see for webinars. Is this something I can create and have Sia send out? Is there something else that is coming up to go out to members that I could add a question too? <i>Discussion: See Sia's comments above. Rather than a survey to members on topics, board members could suggest speakers which is harder to find than the topics.</i></li></ul>	<p>Cherylee to follow up</p> <p>Board members to send speaker suggestions to Cat.</p>
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<p>National Delegate-Judith</p>	<p><a href="https://www.sophe.org/news/ceo/">https://www.sophe.org/news/ceo/</a> Tammy Dillard-Steels is the new CEO for national SOPHE. Other changes and transitions for the national organization are still in progress. There was a recent town hall meeting for chapter presidents (which Mary attended) and to follow up there will be a session scheduled for treasurers and then a member's session. Stay tuned for those dates. The national conference (virtual) will be held March 22-25. Cherylee, Judith, and Mary attending (Mary will be a presenter). <b>Question</b> on supporting the attendance of a board member to the national conference: <b><i>National SOPHE Meetings Representation (page 9 of policies and procedures)</i></b> <i>Minnesota SOPHE agrees to budget up to \$500 per year to assist the MNSOPHE National Delegate or proxy to attend the Annual Meetings of SOPHE. All receipts shall be provided to the Treasurer for justification and reimbursement of meeting related expenses</i> Looking ahead...2023 conference is scheduled for Atlanta and 2024 in St. Louis (in person). Goal: Add or draw attention to the resources saved in the National folder.</p>	
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Awards/Recognition-PH	Goal: Establish a student award/scholarship. PH is ready to get the committee assembled and will be sending out an invitation to members to participate. Anticipates a March or April meeting to get started.	
Membership-Taylor	Goal: Increase membership. New list sent to board: 43 professionals and 27 students (70). A drop from last month esp. for students. Seeking volunteers to assist with tasks and presentations. There is an ALA intern that may need more hours. Clarification on new Emeritus Level membership: the link and criteria have been updated on the website (\$25 fee). Jean asked about a possible spring membership drive (maybe in April to go along with Public Health Week). Membership committee to consider.	
Secretary	Goal: Include new members as a welcome in the monthly Highlights. Taylor to forward names to Jean.	Taylor, Jean
Good of the Order	Congratulations to Liz on her new position!	
Adjourn	Next meeting 3/18/22. Motion to adjourn by PH and seconded by Judith. Meeting adjourned at 2:30 pm	

Meeting Summary:

**2022 Chapter Goals**

To get the year up and running-chapter goals were drafted and approved by the board. These reflect the chapter’s strategic plans and are reported annually to National SOPHE as part of our state chapter status. Members are welcome to join committees or board members working on these goal for the year:



1. Complete process and documents needed for becoming a 501(c)(3) organization. Treasurer, Cherylee Sherry to lead.
2. Establish student award/scholarship. Assigned to the Awards and Recognition committee.
3. Explore partnering opportunities with other organizations. Continuing Ed and Communications committees to lead.
4. Provide professional development offerings quarterly i.e. webinars. Continuing Ed committee to lead.
5. Establish plan for marketing the value of health educators. Communications and Membership committees to explore opportunities.

If you are interested in being part of the action for supporting these goals contact the board at [www.sopheminn@gmail.com](mailto:www.sopheminn@gmail.com)  
We look forward to another successful year!

### **National SOPHE News**

National SOPHE has announced the appointment of Tammy Dillard-Steels as the new CEO. Check out the information at:  
<https://www.sophe.org/news/ceo/>

The National Meeting will be held as a virtual event again this year. See the line-up and opportunities for March 22-25 at:  
[https://www.sophe.org/professional-development/conferences\\_events/2022-annual-conference/](https://www.sophe.org/professional-development/conferences_events/2022-annual-conference/)

### **Communications is Keeping You Informed!**

Thanks to new chairperson, Sia Xiong, chapter communications is moving into action for the new year. Notices and updates will be available via Email, Facebook and Instagram. If you have ideas for connecting with members or other organizations-reach out to the committee by contacting the board: [www.sopheminn@gmail.com](mailto:www.sopheminn@gmail.com)

### **Other Upcoming Opportunities to be Involved:**

Planning for the 2022 MN SOPHE Health Education Summit will be under way soon. Liz Heimer, President Elect is forming the committee.



Part of the annual summit is to acknowledge outstanding individuals in the field of public health. The Awards and Recognitions committee, led by PH Moua, is also forming at this time.

#### **Board Vacancies**

Join us!! The Advocacy chair and Student Representative positions are vacant and we welcome newcomers to be part of this outstanding group.

#### **Welcome NEW Members!**

An added feature for the Monthly Board Highlights will be to welcome new members!! We hope people will get to know one another and continue to support the important role of health educators.

*Welcome: Lauren Witt*

*I am a Public Health and Community Health Education major at the University of Wisconsin-La Crosse. My areas of interest include health care as well as policy & advocacy. One of the most impactful quotes I've heard is from a current professor Dr. Gary Gilmore, "If you want to go fast, go alone. If you want to go far, go together". I look forward to creating meaningful connections and having impactful experiences with dedicated public health professionals within Minnesota. Lauren Witt, PGP: She/Her/Hers. University of Wisconsin-La Crosse, Public Health and Community Health Education. Eta Sigma Gamma-Beta Phi chapter: Research Chair*

*Welcome: Geleto Roba*

*School: University of Saint Thomas*

*Major: Public Health*

*I am a husband, a father of one and a full-time student at the UST.*



Thank you for joining MN SOPHE!!

If you know of others to invite to join our chapter, please direct them to the link below. We have three levels of membership: Student, Professional and Emeritus to support you wherever you are in your career!

<https://mnsophe.wildapricot.org/join-us>

Congratulations to Liz Heimer (MN SOPHE President Elect)!

Liz recently started a new position as Grant Coordinator for Healthy Families America (Faribault, Martin and other regional counties).



Best of luck as you transition into your new role.