



April 23, 2014 EXECUTIVE COMMITTEE MEETING MINUTES

Executive Committee Present:

Rosemary Sokas

Executive Committee Absent:

Kris McVea

Hugo López-Gatell Ramirez

STAFF PRESENT:

Karen Mountain

Elaine Penn

Keslie Box

Kerry Brennan

MINUTES:

AGENDA

- I. Consent Calendar
 - A. Review and approve March Executive Committee meeting minutes
 - B. Review and recommend January and February financials
 - C. Update on bylaws changes (comment period coming to an end)
- II. Worker Protection Standards update by Kerry Brennan
- III. Discussion of virtual board meeting agenda
- IV. Update on board Tactical Actions by Kris McVea
- V. Discussion of IT Strategic Planning Proposals

ACTION SUMMARY

I. Review and recommendations for approval of the financials could not be completed due to the lack of a quorum.

II. Worker Protection Standards update by Kerry Brennan

- MCN asks Board members to get five clinician signatures each
- Keslie to upload email signature ask template
- Ms. Brennan to send the signature lists to the Board

III. Midwest Migrant Health Consortium by Karen Mountain

IV. Update on board Tactical Actions by Karen Mountain

- Board to review the IT Strategic Planning survey on Board Forum
- Ms. Mountain confirmed that she will call the Board members seeking advice on the Choice of Contractors and approaches to facilitate the IT Strategic Planning Process

V. Limited Competition Solicitation by Rosemary Sokas

Ms. Mountain called the meeting to order at 11:08 am.

VI. Worker Protection Standards update by Kerry Brennan

Ms. Brennan explained that the clinicians' letter was launched during Farm Worker Awareness week and that MCN staff have sent out a couple of email blasts and have tried to tie it into other health campaigns to attract a general broad audience, such as with April's Minority Health Month. Ms. Brennan expressed that despite larger email blasts having *some* success, results have shown personal outreach to individual contacts to be most effective. She elaborated that with Ms. Garcia, Dr. Zuroweste, Ms. Liebman, and Ms. Mountain reaching out to a couple of clinicians a day, the signatures have tripled. Ms. Brennan reported that the signature count is currently at 400, with a goal of 3,000 and much work to be done. She mentioned that the templates others have used in reaching out to personal contacts begin with simple greeting messages and check ins and end with an ask for individuals to reach out to their networks to get more signatures.

Ms. Brennan explained that MCN staff would like to challenge Board members to get five clinician signatures each and added that MCN can share the email templates that staff are using and the list of signatures accumulated thus far, so everyone can see who has already signed. Ms. Brennan reported that MCN is working with other farmworker advocacy groups who are also reaching out to different audiences and covering different aspects.

Dr. Sokas expressed her approval of the tactics and challenge to the board, concluding that five clinicians is a manageable goal.

Ms. Brennan responded that throughout MCN, the hopes are for each person to send out two to three emails a day, using whatever personalized template is appropriate and effective for them.

Ms. Mountain expressed her initial concern when the goal was set at 3,000, because she thought it was a pretty lofty goal. She explained that now with the campaign in action, those leading it are feeling that it is going to need a lot of support from organizations and individuals to even approximate such a goal.

Dr. Sokas followed that she was sure that Ms. Liebman had sent the information to Scott Morris through ACOEM. She questioned whether MCN has the ability to track where the responses come from, at least temporarily.

Ms. Brennan, responded that yes, it is possible to track where the responses come from. She continued that there is a downloadable table that has all of signatures and the dates. She clarified that this, however, would not allow the tracking of which emails led to the responses.

Dr. Sokas acknowledged that the process seemed sufficient.

Ms. Brennan gave an example, of Dr. Zuroweste reaching out to Salud Family Clinic and directly asking the CMO and CEO to distribute the letter to other clinicians there to sign on, a tactic that proves very effective and easy to track.

Ms. Mountain mentioned that Dr. McVea reached out in the same way her health center, which was also effective. Ms. Mountain emphasized that it does take a bit of time to sign on to the letter. She added that students are a great audience to reach out to, as well.

VII. Midwest Migrant Health Consortium by Karen Mountain

Ms. Mountain reported that MCN wished to update the board on recent activity regarding the Midwest Migrant Health Consortium, a group of health centers from Michigan, Ohio, Colorado, and the upper Midwest. She explained that they formed a 501 C3 and were active from the mid-seventies through the early nineties, then plateaued and remained inactive for a number of years, finally disbanding and allowing their 501 C3 status to expire. She concluded that they still had \$50,000 worth of assets and recently made a move to distribute the remaining assets, allocating \$10,000 a piece to MCN and four other organizations, a move that was very surprising and well-received.

VIII. Update on board Tactical Actions by Karen Mountain

Ms. Mountain explained that the final piece posted in the Board Forum was all the information regarding the tactical actions discussed during the retreat pertaining to information technology strategic planning. She reported that there are three relevant documents on the Board Forum, one being a survey completed by the majority of staff members within the last month, the results of which are still being compiled; however the survey instrument is available for review.

Ms. Mountain furthered that the two other pieces that could use some feedback are the proposals by two consultants MCN has consulted with and asked to provide a scope of work. She emphasized that MCN needs to hire someone to lead the organization through this strategic planning effort and to align the planning and structure with MCN's compass points. She explained that there are two proposals. She elaborated that one that looks more structurally at the systems MCN has in place, including some CAD level drawings of how MCN's system is set up and inventory of equipment: software, hardware, existing links in terms of who MCN works and contracts with for storage, and how everything is currently designed, so we can then take a look at where MCN needs to go. She gave some guiding questions: do we want to go to the cloud, have we built in enough redundancy, is there adequate disaster preparation built in to the system?

She explained that the other proposal is a bit more focused on education.

Dr. Sokas responded that the best person to provide helpful insight might be Dr. Lopez-Gatell Ramirez since he works with intense data collections.

Ms. Mountain agreed that maybe Dr. Lopez-Gatell Ramirez could help or wondered if there was someone at One World who does a lot of analytics. Ms. Mountain emphasized that she would love any advice Dr. Sokas or other board members have in this area because MCN is trying to confront this unknown territory and impending restructuring.

Dr. Sokas wondered if Ms. Mountain should make an explicit ask to each individual Board member, not as a group, to single out their expertise or request any referrals on the matter.

Ms. Mountain confirmed that she will reach out to the Board members seeking advice.

IX. Limited Competition Solicitation by Rosemary Sokas

Dr. Sokas explained that there was going to be a limited competition solicitation for a small contract on primary care and occupational health. She reported that MCN will be one of the three receiving the solicitation, which she believes should take place in the next couple of weeks. She expressed her desire to assist in the process as a Board member without compensation, as part of the project itself. Dr. Sokas explained that she did not believe she would need to act as a Co-PI, but rather as a consultant to help with the write up and reiterated she would volunteer herself for this project in her capacity as a member of the Board and to help draft the response.

Ms. Mountain clarified that Dr. Sokas would help in the write up of the response to the RFP.

Dr. Sokas verified Ms. Mountain's understanding and elaborated that she would also help carve out an ongoing role. She continued that if onsite focus groups were developed, she could potentially commit to travel for one or two and could participate in other aspects required of the project.

Ms. Mountain verified that the solicitation is anticipated to take place within the next couple of weeks?

Dr. Sokas stated that she was pretty certain that it would take place within the next four weeks.

Ms. Mountain expressed that Ms. Liebman and Ms. McCann would be notified, so they can stand ready because they will probably be the primary writing team.

Meeting adjourned at 12:07 pm