

**ASSOCIATION OF ESD PROFESSIONALS
4601 FAIRFAX DRIVE
ARLINGTON, VIRGINIA**

**MINUTES OF THE BOARD OF DIRECTORS MEETING
VIA TELECONFERENCE
AUGUST 13, 2022, 1:00 P.M. ET**

BOARD MEMBERS:

Sally Van Wright	Secretary
Faye Henry	Treasurer
Michele Elefante	Director
Michael Peñafiel	Director

GUESTS:

Samantha Waterman	Executive Director
Tasha Ina Church	Empowerment Coach
Omotola Olatunji	Recording Secretary, Minutes Solutions Inc.

ABSENT:

Julie Harmon	President
Magdalena Diaz	Director
Onyemma Obiekea	Director

1. CALL TO ORDER

There being a quorum present, and the Directors having been given adequate and proper notice of the meeting, the meeting was called to order at 1:07 p.m. ET.

2. APPROVAL OF PREVIOUS MINUTES

On a motion made by M. Elefante, seconded by F. Henry, it was resolved to approve the minutes of the meeting held on June 24, 2022, as presented. Motion carried.

3. BOARD INFORMATION ITEMS

a. Executive Director's Report: S. Waterman presented the Executive Director's Report with the following topics:

- **Credentialing Program:** S. Waterman announced that the credentialing program has launched. She noted that the first step in this program is that candidates will apply for the credentialing exam and submit the required documents. The application will be reviewed by Sheila Watson, Manager of Program Development, and if approved, the candidate will receive a link by e-mail to register in *Glue Up* and make payment. S. Waterman mentioned that candidates will also be provided with the link to access the exam software during their selected exam period. The first exam period is from September 19, 2022 to September 25, 2022, while the second period is from November 7, 2022 to November 13, 2022.

S. Waterman mentioned that the credentialing website was also launched, and the credentialing pages can be linked from the homepage. She presented the logo that will

be installed on a pin for the credential. The logo is a bold typeface with the Empowerment Self Defense (ESD) Professional credential on the outer area, and the credential symbol in the center.

S. Waterman was excited to receive the first applicant for the credentialing exam. She also stated that the Directors could take the exam.

- **Credentialing Communications Plan:** S. Waterman stated that the communications team has created a credentialing communications plan around public education and promotion using social media, outreach, and a press release. Invitations will be sent out to leaders in ESD, alongside other general and targeted invitations for the composition of the Credentialing Advisory Council (Advisory Council) and the Credentialing Pool. The invitees must be Association members. It would be best if most Advisory Council members have not yet taken the credentialing exam so that they can better contribute fresh ideas about what should be in the exam. The Advisory Council will also focus on development of the continuing education and accreditation programs.

The Credentialing Pool was previously, informally called the Council of Experts. The members of the Credentialing Pool must be credentialed. They will test the exams, contribute new questions for exams, grade exams, and serve on a review panel for hearing grievances and disputes regarding the exam.

Communications, Marketing, and Website: S. Waterman previously circulated the updated communications report to the Board. She appreciated the assistance from Tasha Ina Church, Toby Israel, and Qwan Smith in preparing the report. The report contained information on the website launch, Glue Up launch, social media, press releases, magazines, Association podcasts, and communications calendar. S. Waterman highlighted the following from the report:

- The Glue Up membership portal was launched. The portal provides tracking information regarding membership activities in the Association.
 - The followership and interactions are increasing on social media.
 - The Association will continue to build relationships with the press. The Association publications are gaining attention.
 - The Association magazine will be rolled out in the fall. The first planning meeting will be held during the week of August 15, 2022.
 - The Association's podcast will be released in January 2023.
 - The communications calendar has been created. There is now a regular schedule for activities, including newsletters and blogs on every third Tuesday of the month, live pop-ups on Instagram and Facebook every last Friday of the month, and the annual Association event to be held on April 27 and 28, 2023.
 - The preparation of toolkits will start soon. The toolkits will comprise How-Tos and supporting documents such as checklists, sample forms, sample policies, and links to helpful websites. Ultimately, the toolkits will be free to Association members, others will be charged a fee.
 - Tom Rose is working on the ESD directory, and S. Waterman will start work on the advocacy and lobbying program this fall.
- **Outreach & Events:** S. Waterman spoke with Rich Phaneuf, the Executive Director of the Association Executives of North Carolina (AENC), and Madi McDougald, the Chief Operating Officer. She discussed ESD with the AENC officials and introduced them to Arlene Limas, the CEO of the Proactive Anti-violence Education (PAVE) Prevention. Arlene Limas was invited to the AENC conference as a keynote speaker, where ESD

was introduced to the AENC members. Samantha Waterman also attended the conference.

S. Waterman is scheduled to attend the PAVE Prevention summit in Chicago between September 19 and 21, 2022. Another event, the Violence Prevention Education (VPEC) conference, will be held virtually in December 2022, and in-person in Spring 2023 in Jerusalem.

- **New Operations Lead:** S. Waterman introduced Modupe Poku as the team lead for operations and membership. Modupe Poku was previously with ESD Global. She has excellent ESD and operations experience. She has lived in the United States and in other countries around the world. She is Ghanaian and has returned to live in Ghana. She started working in her role at the Association on August 8, 2022.
- **Insurance:** The directors' and officers' insurance policies were renewed for another year. There were no price increases. The Association also maintains worker's comp insurance for Association employees.
- **Finances:** ESD received its next round of funding of \$350,000 through a low-interest loan from Yudit Sidikman on July 28, 2022. The loan will be paid back in annual payments over ten years, with interest at the rate of 3.22%. S. Waterman stated that the Association has been repaying loans from Yudit Sidikman on time, with the most recent payment made on August 1, 2022 and the next payment due on February 24, 2023.

S. Waterman informed the Board that the Association is in the process of hiring an IT consultant in a project-oriented contract to assist with the Glue Up and Squarespace. A videographer was also hired to create some videos for the Association including the "I am an ESD Professional" video. The video will be uploaded onto the Association website, YouTube channel, and via social media platforms. The Association is also working on hiring a video production studio at more reasonable rates to edit and professionalize recorded videos.

F. Henry requested a meeting with S. Waterman to discuss Association finances, including reviewing the accountants' tasks, the financial statements, and the bank statements and records for the first six months of the year. The cash flow forecast will also be discussed and will include a comparison to actual expenses to-date and the budget. Everyone at the meeting congratulated F. Henry on her enrollment in the Master's in Public Administration program at the Harvard Kennedy School.

- b. **Social Media Presentation and Discussion:** Tasha Ina Church shared the I Am an ESD Professional video. The Board appreciated the video and thanked the Association team for the good work.

Tasha Ina Church presented the social media report with the following highlights:

- ESD is consistently growing followership on Facebook, Instagram, and LinkedIn.
- The consistency of engagement is improving with the new communications team schedule. Sheila Watson has also recorded video explaining the credentialing program.
- The algorithms are constantly reviewed for updates, alongside social media trends, viral posts, analytics, and engagement patterns.
- A cross-promotion was created with multiple organizations, enabling them to repost storyboards and promote the Association alongside their own businesses.

T. Ina Church highlighted the social media numbers as follows:

- On Instagram, there was a 774% increase, a 267% increase for engagement, and a 213% increase on followership. This means that ESD has gained a total of 492 new followers since the reporting period.
- Generally, 83.7% of ESD followers were men while 16.2% were women. The highest following trend was on Facebook. The impressions had a 324% increase.
- In the top posts and overviews there was a 42.7% increase over the past 90 days.
- The Facebook page reach has increased by 123.6%, with a 107.7% increase in new followers.
- Top posts showed Sheila Watson and Tom Rose with high activity. The Friday features are enjoyed by various people because they showcase people from multiple organizations across the world.
- On LinkedIn, there is a 188.2% increase for unique visitors, a 412.5% increase in new followers, and a 22.1% increase in post impressions.
- The viewers of the ESD website and social media pages are from business development, education, and administrative positions. This is a good indication that ESD is progressing in its business activities.
- Twitter needs a boost. The followers were increased by 30% and the impressions by 1.5%. ESD will focus on tweets, mentions, and posts for this platform.

T. Ina Church ended the presentation with the Association's goals, and asked that the Board members improve impressions by further engaging with other posts and retweeting ESD content to increase impressions. She also advised that consistency with the trends is important.

4. **OTHER BUSINESS**

- a. **Membership Pattern:** S. Waterman noted that the Association offers monthly membership as well as annual and people can cancel their membership at any time. It is a concern that some people may register as monthly members only to access insurance and then they cancel their membership afterwards. S. Waterman requested that the Board consider the issue with options that include discontinuing the monthly membership, accepting the loss associated with the monthly cancelations, or limiting gated content to only annual members. The Board agreed to discuss this issue at a future meeting when other Board members are present.
- b. **Ethics Committee:** The Board was examining ways of resolving conflicts, ethical violations, or misunderstandings with a dialogue-based approach. The group assigned with this task will be called the *Standards Review Group*. As yet, there are no guidelines in place for nominating the group members, but the group will work towards restorative justice whereby complaints about violations or conduct are resolved. The Board was advised to review the book called *The Little Book of Restorative Justice*. It was noted that M. Elefante had previously advised that the Board read the book *The Four Agreements* by Don Miguel Ruiz.

The Board agreed that the *Standards Review Group* needs to act in a standardized way when issues are raised, but this will involve a lot of dialogue. The Board was advised to be patient about creating the adequate process and guidelines for the group. The motion to create the *Standards Review Group* was deferred to the next meeting due to a lack of quorum.

ACTION – The Board will suggest names of members for the Standards Review Group and present them at a future Board meeting.

5. **NEXT MEETING**

The next meeting date will be communicated in a few weeks.

6. **ADJOURNMENT**

On a motion made by M. Peñafiel, seconded by F. Henry, it was resolved to adjourn the meeting at 2:42 p.m. ET. Motion carried.

DISCLAIMER

The above minutes should be used as a summary of the motions passed and issues discussed at the meeting of the members of the Association. This document shall not be considered a verbatim copy of every word spoken at the meeting.

Sally Johnson Van Wright, Secretary

Date