

Minutes of the Second Meeting to Review the Human Resources Status of the Newport Bay Conservancy, August 14, 2012, Interpretive Center Library 1:00-3:00 pm, hosted by the Membership and Member Relations Committee with invited participants.

Present: Holly Fuhrer, Rita McCoy, Judy Booth, Jean Whitaker, Portia Bryant, Patrick McCaffrey

Absent: Frances Cork, Donna Carroll, Dennis Baker, Evalie Dumars, Andy Lingle

Holly called the meeting to order at 1:10 pm. The committee began by reviewing the conclusions it had drawn from the last meeting, a list of which was handed out to the committee at the outset of this meeting (see July minutes).

Suggestions were made regarding ways to increase our volunteer capacity. Aside from funding and hiring a separate Volunteer Coordinator who would focus specifically on more rigorous volunteer recruitment and maintenance, the following ideas were offered:

1. Every year hundreds of elementary school children go through the OCParks educational program at the Muth conducted by Sue Stoffel and NBC volunteers (Judy Booth, Norman, and Linda Barker). Figure out ways to involve their parents somehow and encourage them to become involved with the NBC. Think about organizing a writing contest for the children with prizes awarded.
2. Use of interns:
 - a. Contact academic programs at local colleges and universities which might be looking for placements for student interns, especially in conservation and ecology programs.
 - b. Start an internship program at NBC supervised by staff or volunteers. Dennis Baker has had experience with this and can be consulted.
 - c. Develop a mentoring program for high school students. Patrick has attempted to do this in the past.

Patrick would like NBC to consider hiring someone to help him in the office. He feels he spends too much time "begging" for help from volunteers.

A plea was made to find ways to bring in young people. However caution was advised by Rita McCoy not to neglect trying to recruit retirees. In her experience as Volunteer Coordinator, retirees are the most suitable and successful volunteers because they are motivated, dependable, stable, and have the time. Most of the young people who get involved with NBC, as wonderful as they can be, are busy following their developmental paths (education, relationships, jobs) and don't tend to stick around for very long. How can we reach young people who are more settled in the community?

Suggestions were made for sources of advertising:

Newport Navigator
Balboa Beacon
Oasis
Laguna Woods
Public Service Ads
NBC Website

And sources for recruitment:

- Senior Centers
- Home Owners Associations
- Corporate Groups
- School Groups
- Chamber of Commerce

It was suggested that NBC pay to send someone such as our volunteer coordinator to OneOC for their special training seminars in how to manage volunteers. And additionally, send Board members for training in how to manage finances, grant writing, marketing, advertising, and public relations.

Reportedly SCORE, Southern California Organization of Retired Executives, will work with non-profit groups.

Patrick spent quite a bit of time talking about his needs in the Outrigger and High School Ecology program. This is a program that requires special training beyond the Naturalist Training. The training is done by him. It has a strict curriculum required by the California State Department of Education. They use a manual provided by the California Coastal Commission, Our Wetlands, Our World. At this time, Evalie Dumars and Iris Timmons are his most regular volunteers. They have to be available for six hours at a time on week days to teach anywhere from 35 to 60 students. The requirements are very demanding and there aren't many volunteers who are willing or capable of doing the job. Volunteers who try often get burned out quickly by the intensive demands. The program is funded by grants. The grants pay \$25.00 per student. Of that \$10.00 is for transportation, \$5.00 for the NAC (outrigger), \$10.00 for NBC program costs. Patrick reminded us that The Environmental Nature Center has many large donors and pays its Naturalists to teach. Whether this program should be prioritized as it has been in the past is an issue to be considered by the Strategic Planning Team and taken up by the Board. If NBC continues to support it, it will obviously require a lot more resources than are currently available.

The focus shifted at the end of the meeting to the Volunteer Appreciation Dinner to be held this Friday, August 17, 2012 which is the responsibility of the M&MR Committee. Judy suggested that we make an announcement at the dinner reminding volunteers to send in their hours, that they consider renewing their memberships, and, if they haven't volunteered for six months, that they let Rita or Jean know that they want to be placed on the inactive list. Rita plans to follow up on the latter suggestion and make calls to volunteers. Judy has volunteered to help her. The program for the dinner was discussed and planned. Judy has the meal organized with volunteers recruited to help. Patrick will be the MC and introduce Debbie Moore and the other speakers. The gift lapel pins will be handed out as this is being done. Peter Bryant will play the banjo.

The meeting was adjourned at 3:30 pm.

Minutes recorded by Holly Fuhrer