

Member Services Committee Meeting, March 17, 2022, 9:30am

Conference spotlight, Weekly Update, Connections.

Discussion to identify subject matter for recognition, such as expertise in interacting with education and law enforcement. Group discussed different ways that recognition could be given other than awards. Group also discussed what the criteria was for existing awards. Clint stated that we need to focus on themes to lift up in recognition. He stated that themes could be identified and then communicated to the membership of the Association. He mentioned law enforcement and the need to recognize interaction with this branch among the mental health system. He stated that Chris Ward has done an excellent job in finding presentations to highlight this, then spoke about the possible use of Connections to create a story to share highlighting law enforcement. Linda Busch agreed, stating that member highlights in Connections could be shared during breakfasts or lunches at conferences. Group wondered if media had picked up any of the Connections articles. Bill Davie said that these could be pushed as Op-Ed's for distribution. Clint agreed that this was a good idea. Wil stated that local CMHs are often doing local recognition in annual reports and such, but the awards are – and should be – more of a state level. CMHA staff will look into further publication of Connections articles through media channels. Carl Rice stated that the Association is involved with a lot of organizations in collaboration efforts, such as the Department of Education and Law Enforcement. He suggested that some sort of recognition could be done for those agencies. Bob Sheehan stated that often, those partners are offered a plenary or workshop at our conferences. He went on to state that the Association could publicize and highlight this with more emphasis. Group agreed this would be sufficient. Craig Reiter suggested that the website be used to highlight organizations that the Association collaborates with. Wil agreed this was a great idea, and that list could grow to be quite extensive. Craig suggested that a Regional recognition could be created on the website. Carl stated that highlighting and recognizing partnerships from which initiatives are developed is extremely beneficial. Bob Sheehan stated they could be mentioned at the podium more often and mentioned in the Weekly Update. Creating a slide show of partners to show during meals was suggested. Group also discussed the need to have timely recognition of collaborative efforts and partnerships. CMHA Staff will work to implement some of these suggestions.

Review of Winter Conference Evaluations

Bob reviewed the evaluations that were sent to the group as part of the meeting materials. He reported that the overall review was favorable to extremely favorable. Group reviewed the comments section which were also mostly favorable, but those comments which were unfavorable indicated that participation was wanted/needed in live, in-person, format. Group also reviewed the ideas/suggestions given for future presentation topics, adequacy of Staff help/involvement, and other details. Group discussed the potential of holding the Winter Conference in virtual format on a permanent basis. Bob stated that he and Chris Ward will be discussing this soon to develop pros and cons, then update this group at the next meeting in April.

No other business was brought forward.

No items were identified to add to the "Parking Lot".

The next meeting of the Member Services Committee is scheduled for Thursday, April 21, 2022, at 9:30am. This meeting will be held in-person and via Zoom.

Meeting adjourned at 10:13am.