

Minutes of the LifeRing Board of Directors Meeting: December 9, 2018

It was determined that a quorum of board members was present and the meeting was called to order by Board Co-Chair Dan Carrigan at 9:00am PDT. Co-Chair Lorraine Hull was also present. The other Board Members present were: Mary Beth O'Connor, Donal Breen, Harold Marquez, George Gidora, Bob Crosby, and Rick Thompson. The Executive Director, Byron Kerr, was present; Project Manager, Steve Gonzales, was present as was the General Manager, Robert Stump.

Public

Comments There were none.

Consent Agenda The November Minutes were moved, seconded and carried unanimously to accept the Minutes as submitted.

The November Financial report was moved, seconded and carried unanimously to accept the Financial report as submitted.

Executive Committee Byron reports that the California State Legislature makes it impossible for anybody other than "The Other Bar" to be funded under the California State Bar Act. Approximately 90K is at stake and only the "Other Bar" qualifies to apply for it. The "Other Bar" is a 12- step organization for judges and attorneys. Byron and Steve will be planning to lobby the state legislature with regards to this in January 2019.

New and Existing Meetings

Harold and Donal: no new updates.

Finance Committee Bob, Robert, Donal: no new updates. Question raised regarding Board approval of the 2019 Budget: although the budget was discussed at the November Board meeting there was no vote to approve it. General consensus that it is the Board's job to review and approve any budget going forward in order to ensure that allocation of funds is in alignment with stated LifeRing short and long term goals.

Communications Committee George, Mary Beth and Rick: Rick has been working on the newsletter that should be going out first of January. There is a plan to use the skills inventory put together by George for LifeRing Board members in order to tap into the skills of members in the larger LifeRing community and encourage volunteerism.

Looking at ways to consolidate communications such as email lists to better reach more people and make it accessible on the website rather than all the separate email lists that are currently being used. Mail chimp engagement from fundraising emails was 30.1%. Important to expand the list and set up automation. Need a unified communication platform. Further discussion to be continued offline.

Pop-Up Committees

2019 Annual Conference Byron: no new updates. Seeking new location. Reminder that we need to move forward on planning ASAP. Dave Fletcher has opened a file on Google Docs page to start with planning.

Old Business

Bylaws Update Mary Beth reports progress has been made after a couple of meetings and plans for another, hopefully final meeting, being scheduled next week. Recommendations will be presented at January Board meeting. Will need to decide how to frame it for the Ballot.

Book Sales No new update. George's main concern is getting the literature to the people, feels getting through Amazon is too expensive; looking into other options.

New Business

Regional Rep Role Defining the rep role. Plan was to start a pop-up to review state of affairs of the rep role as exists now. Bob, Lisa, Donal and Byron. Need to decide who will take the lead.

Lorraine will forward information that Lisa provided and organize a call to discuss.

Fundraising Plan Update: Jenny was not on call but Byron reports current fundraiser topped \$5000.00

Steve Gonzales: Facebook Presentation Summary Seeking to streamline LifeRing's presence on FaceBook. Goal is to make us look more professional and organized. Two primary constituents: one is our members who go to meetings. May have pretty good

experience with local FB group but may be having difficulty when first accessing LifeRing. The second constituent is geared toward researchers and grants. Currently we don't look like an organized non-profit from a FB and social media perspective. For example, we have way too many pages. FB has notion of a page and a group; the page is the corporate or non-profit entity and the groups consist of convenor groups meant for members to communicate with each other. Need to maintain confidentiality for members but at the same time make information available to the public. Need to keep groups secret or private while keeping pages easily accessible to the public. In a closed group people can see that you are a part of the group but cannot see your posts. In a secret group nobody can even see that you are part of the group. Will do a video on how new convenors can start a group; should be a simple process.

FACEBOOK PRESENTATION by Steven Gonzales as shared in PDF

LifeRing Facebook Update Plan 2018 Lead: Steve Gonzales Oversight: Dan Carrigan (Board of Directors), Robert Stump Participants: Facebook Page and Group Admins

LifeRing has a primary Social Media presence on Facebook and members have created Pages and Groups "ad hoc" over the years

There are more than 18 Pages and 10 Groups. None of them are linked.

Facebook is designed to have a Page as the "parent" and groups as "children" underneath; we are not currently using this method.

Our current Social Media presence is disorganized and does not look professional. In order to get grants and attract more members, the Pages and Groups need to be cleaned up.

Here is a video where we reviewed this plan with some admins. Plan 1. Agree to Phase 1 plan 2. Phase 1: Update US Pages and Groups 3. Phase 2: Design global framework 4. Phase 3: Update all pages and groups (global) Phase 1 Objective: update, merge, connect all the US based pages and groups. 1. Rename LifeRing Worldwide to "LifeRing USA". 2. Merge LifeRing Secular Recovery into the new LifeRing USA (survivor) 3. Link all USA groups to the LifeRing USA page (this will take time; asking each admin to grant admin privileges to Steve or Robert, etc.) 4. Convert local/regional/state pages to groups. Merge all the old pages into the new LifeRing USA page. 5. Create Video on how to start a new Group for convenors. LifeRing USA Page Guidelines This will be the guidelines for using the new LifeRing USA page. We should update these as we merge and convert all the other pages. Once updated, we

can use these guidelines for Pages outside the USA. Primary Purpose of Page The primary purpose of the LifeRing USA Page is to present the public face of LifeRing. This page will reflect our brand and be our primary way for the general public to learn more about LifeRing. The Facebook Page should be closely aligned with our LifeRing.org website. We should also coordinate any marketing or donation requests with the content on the Facebook Page. Audience The LifeRing USA Page will be open to the public, so, in theory, anyone in world can view the Page. “Segments” that we intend to communicate with:

People in Recovery (or interested). Note: we would expect just an initial “conversation” with this segment. Once they become an active member (i.e. going to meetings) we would “move” them to a Facebook Group for private/anonymous communications.

Convenors. Central place for us to communicate general information about LifeRing to our convenors. This would be secondary to internal emails, board minutes, etc.

Friends and Family of those in recovery. We will make sure that privacy of the person in recovery is maintained.

Grantors. Organizations that provide grants to non-profits would likely look at our Page if we submitted a grant asking for funding.

Researchers. Academia and professionals who study addiction and recovery should be able to learn some basics about LifeRing from our Page. For Members One of the primary features of the LifeRing USA Page will be to give members an easy way to find a meeting and a local group. Once we organize the Groups under the LifeRing USA page, it should look like this: They can find a group that is close to where they live and simply + Join Group. A Month in the life of the LifeRing USA Page The best way to describe what kinds of content that we would put in the page is to go through a typical month and describe/show the content. I'll use January, but this is just an example. The moderator and admins will ultimately be responsible for posting the content. 1. Jan 1, a post asking people if they are ready to make a New Year's resolution. 2. Jan 5, Follow up to resolutions with information on how to join a meeting. 3. Jan 12, a post about the science of recovery or a medical aspect to recovery. 4. Jan 13, a general plea for donations. 5. Jan 18, information about how to find a meeting. 6. Jan 20, Annual Meeting promotion. 7. Jan 25, Follow up donation requests Page Permissions/Roles Facebook has two levels of permissions: Administrator and Moderator. An Administrator can remove any follower, including the Moderators. We should appoint two Administrators and multiple Moderators. There is also an Advertiser role which we would give to anyone who is posting ads on our behalf. There are other roles which we probably don't need to use right now. Administrators: Robert Stumpf, Steve Gonzales Moderators: Penny Pulz, Marty Nicholas Security All Administrators and

Moderators must certify that they are the only ones with access to their Facebook account and that they have a strong password. <Steve to write a standard policy>
Things that we Don't do on the Page

Allow personal member posts (e.g. "I am new to recovery, where do I find a meeting in San Jose?")

Allow the public to post to the timeline. We should probably turn off commenting as it just takes time to review every single thread. LifeRing Group Guidelines This will be the guidelines for linked Groups to the LifeRing USA Page. These guidelines will be used locally by convenors and other local coordinators. <create a video to show how to create and highlight some of the guidelines>

Primary Purpose of Groups The primary purpose of the LifeRing Groups is to communicate with our members (i.e. people in recovery going to meetings). The groups should all be Secret or Closed. The Convenor is typically the Administrator of the Group and decides what content to post. We will provide some guidance in this document. Audience "Segments" that we intend to communicate with:

People in Recovery who have gone to at least one meeting. Primarily people in meetings communicating with other members.

Convenors are also people in recovery so they can use the Groups. We would expect that the Convenors would also contribute content to the groups. Content in the Groups The groups should be informal and the content should be tailored to that specific group. Some ideas for Content:

"Re Share" posts from the LifeRing USA Page Donation requests that are sanctioned by the Board of Directors Security All Administrators and Moderators must certify that they are the only ones with access to their Facebook account and that they have a strong password. <Steve to write a standard policy>

Self Help articles to help people in recovery Meeting schedules; although keep the information brief with a link to the LifeRing.org website. Meeting schedule changes

Reposting about "channels" of communication, e.g. Delphi Page Permissions/Roles Facebook has two levels of permissions: Administrator and Moderator. An Administrator can remove any member, including the Moderators. We should appoint two Administrators and multiple Moderators.

Administrators: Must be a convenor or someone approved by the Board of Directors

Moderators: Must be in recovery for at least 6 months. Can be appointed by

Administrators. Blocking Blocking a member is a last resort. Blocking should only be done in extreme cases. Blocking should not be done if you just don't like a member.

The member must violate the rules (as outlined in this document) and/or do something that:

Violates a member's privacy Posts something illegal Violates LifeRing policies, including but not limited to the Non Discrimination Policy Non Discrimination Policy This policy states LifeRing's position on discrimination. This policy applies to all LifeRing employees, volunteers, members, convenors and contractors. LifeRing supports all people in recovery without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations, or marital status.

As an Administrator or Moderator of a Group, you are specifically prohibited from posting or allowing any content that discriminates as described above.

Things that we Don't do on the Groups

No attacks on others, no matter how bad their posts are. Administrators can politely caution someone posting that violates these rules. In no circumstances are you to personally attack them. Your responsibility is to moderate the group and make sure the conversation is on point and civil.

No posts with pure opinion. No political posts. No family or friend pictures. No advertisements from third parties No asking for donations for any group other than a LifeRing, Board sanctioned plea. It is absolutely forbidden to endorse any political candidate or post something that could be perceived that way.

Videos or other content that is not relevant to LifeRing or recovery. No Personal Attacks No Selling products and services Denouncing the CFC and it's members Profanity Try to avoid ALL CAPS. It is perceived as yelling. Administrators and Moderators can turn off commenting on any post. If a thread gets too heated, please do this. .

Motion made to accept proposal as submitted with provision for editing as needed to be approved by the Board. Motion seconded and passed unanimously as submitted.

Adjournment Motion was made to adjourn. It was seconded and carried unanimously.

Submitted by Ewa Conroy
LifeRing Deputy Board Secretary
January 5, 2019