

## Oregon Network for Compassionate Communication—Board of Directors

### Special meeting—October 20, 2013, via Skype

Present: Gary Baran, Steve Blechman, Sally Marie;

Guest: John Abbe

1. The meeting began at 3:15 pm with a check in.
2. Adding new board members: ***Sally will communicate with Selene about her interest in serving on the board.***
3. Discussion of website, which led to this outline:
  - a. Who is the audience: breeding giraffes, trainers, and appliers (e.g. Michael Dreiling's work with UO faculty union). (John's opinion is that the improvements we are taking about are so basic that extensive input from the audience is not necessary. So he recommends that we reach out to these people only ad hoc before, and more formally and completely after, the new website is up and running. Once it is up, ask them what else ORNCC can do to support them, while also making them aware of our limited resources.)
  - b. Place based pages: one page for each geographic area that lists events, trainers (certified and non-certified), and has sign-up for that area's newsletter (and do our best to make sure there is someone to send out the newsletter for any area that does not already have such a person). (In addition, have a page for all of Oregon that lists these things or links to pages for each.)
  - c. Enable people to post events (trainings, practice groups, community gatherings, etc.), with fields for all required and optional aspects of each event. Something like <http://calagator.org/> Give one or more website editors the ability to review and approve these event postings. (Optionally if it's not much more effort to set this up, some people can have an account with permission that lets them post their events without review.) Events have a field to indicate what geographic area of Oregon they are in, and a category or tagging field that specifies what subject(s) it covers, and what “level” of training it is (e.g. parenting, introduction). (Optionally, these tags can be clicked on to see all events with that tag.) Similarly, each event can list one or more trainers/organizers, and one can click on their name to see all of “their” events. Note that to usefully list practice groups, events must be able to repeat without re-entering them each time.
  - d. Enable trainers and other active NVC trainers to have an account where they can edit the information about them which shows up in the above-mentioned listings.
  - e. Have a news column / blog on the front page, which updates with: posts written for the blog (ORNCC grant application opportunities & news from recipients, board of director meetings/minutes, announcements before / news after of major Oregon events and select outside opportunities e.g. BayNVC leadership program, certification

- of new trainers, posts by trainers and people applying NVC in productive ways), new event postings (ideally this is automated, in which case optionally we can limit the automatic posting to only some events). Note that to make this work well we will need one or more people who will keep it updated. We assume whatever tool is used this news will be available as an RSS feed. QUESTION FOR BOARD: do we want to offer people the ability to subscribe to this news feed by email, or instead point them to the Oregon newsletter? Both could be confusing. The value of having both correlates with how different the content of the two news sources are.
- f. Conversation space that is initially just one forum for all of Oregon and all topics. Geographic area and/or topic-specific forums can be added later when and if sufficient interest is expressed. (This is optional, unless it won't take much time to do this in a way that's integrated with the rest of the site and email-friendly - e.g. forum posts are found by the site-wide search, and someone who has an account to post to the blog can use the same account on the forum.) If we don't do this at the outset, we will instead simply set up a discussion mailing list via something like Google Groups or Yahoo Groups.
  - g. Include a search functionality across the entire website.
  - h. Details we want to make sure of: emails to orncc.net addresses, when forwarded to an ORNCC person's regular email address, should be distinguishable, e.g. via an auto-generated subject line in mailto links.
  - i. The system must allow multiple people to post to the news/blog and approve events. QUESTION FOR BOARD: Do we want to offer some people the ability to publish their events directly without review?
  - j. Additional optional features: multiple language support (most importantly, Spanish), ?????
  - k. Whatever tool(s) are used to run the website must be extensible. In particular, any optional feature we do not offer at the outset due to time or money considerations should not be inordinately difficult to add later, in a way that is integrated with the rest of the site (e.g. the site-wide search and account sign-in for editing work with them). The tool(s) must also be widely-known enough that ORNCC will with reasonably little effort be able to find other people to maintain it and extend its abilities should that become necessary. Ideally the tool(s) used will also offer export in some format that can be easily imported to other web software with a reasonably small amount of effort.
4. ***By the end of next week (November 1), John agreed to – with the board's input as needed – provide the board with a final written summary of what we are seeking (a first draft is included above) and a proposal for his continuing role.*** When that's been approved he will speak with the possible vendors and get new quotes for the job. He also

agreed to be available to take part in the November 9<sup>th</sup> board meeting at noon if the board so desires.

5. Once the new website goes live, in addition to asking trainers for their feedback and input, we will ask them to include a link to their ORNCC geographic area page in their marketing and handout materials.
  
6. Steve said he likely will not be leaving Oregon and offered to coordinate another picnic event, perhaps in early summer. ***Sally will write a letter to the network asking if anyone would be willing to coordinate a state wide winter gathering in Salem (like last year but using Open Space Technology) or to coordinate a local gathering in his or her community (with ORNCC support), and to invite input from those in the network related to the project of creating a new website.***

Meeting adjourned at 4:50 pm

Respectfully submitted,

Gary Baran, Secretary

Action items in bold and italics above.