SEPTEMBER 2015 REGION 6 ROC MEETING MINUTES

Monday, 9/28/2015 1:05-5:15 p.m.

Introductions

Region Reports – Ted Devens

- Financial Status of Region – shy of sponsorship and exhibitors perhaps because the PDC is close to the National Safety Council Conference
- Region 6 treasury’s sole revenue generator is the PDC; Region 6 does not charge a per head member fee as part of annual dues (some regions do).
- Region 6 made the following Foundation donations in 2015
  - $1500 scholarship – Jim Kohn and
  - $500 to Safety Matters Foundation.

Region PDC – Amy

- Good attendance (speakers, liaisons, attendees, exhibitors, etc.).
- 9/19/2016 will be ROC – moved up one week: 9/20-22/2017.
- Thanked chapters who sponsored students (have 13 students ECU 8, WCU, ODU) covers their transportation, hotel, and meals – only at PDC for 1 night; posters are in-depth. Former student participant offered to come and work at our PDC this year.
- 2016 will be 30th anniversary for Region 6 PDC. Ted would like to have a subcommittee for 30th anniversary – perhaps 5 additional people or if you have an idea, send them to the PDC committee.

Council on Practices and Standards (CoPS) – common interest committees, 14K members of 35K are Practice specialties members. Website shows tab directing you to the BOK available to chapters and members. Remind chapter members of the BOK and how to access the website and BOK. Not many changes to CoPS this year.

2015 ASSE Region 6 Safety Professional of the Year. There should be nothing left blank, and the more detail, the better chance of winning. Using ASSE National’s point value system, whoever had most points wins. If there is a zero in any blank, then chances are they won’t win. Had 5 submittals for 2015 Region 6 SPY.

PayPal has some changes in using PayPal online and with the card swipe.
Chapter Reports

Tarheel – Kinshasa Coleman

- Fleet Safety Rodeo, CMPD - had couple members do safety presentations
- Made donations to USMC Toys for Tots; sponsored many events; had NAOSH contest with children’s job safety posters
- Chapter SPY recognition: Julian Mercer
- Foundation support $1K; 5 active members on the region safety schools as board members
- Looking to get virtual quarterly meetings to reach others in outlying areas. Have Twitter and Facebook pages.
- Sending 2 delegates to PDC/HOD and 1 to Leadership Conf.

Challenges:
- Reaching members in outlying areas (trying to promote chapter pride with Tarheel chapter shirts and hats).
- Student outreach – don’t have strong EHS programs in their areas, but reaching out to work closely with other areas.
- Recruit chapter leaders – her first meeting 3 years ago, you are going to be an officer one day.

Successes/Positive:
- Strong chapter and strong leaders
- Successful poster competition, although only at the chapter level, they borrowed from NAOSH
- Mike said NAOSH is on the reorganization table this year at ASSE National. It may be spun down to chapter level rather than at the national level, but posters will probably come down to chapter level. NAOSH will be more local.

Delmarva – Matt Corn

- Provided training to Perdue; had 2 joint meetings with Delmarva safety association; do student scholarships
- Sending Frank to PDC/HOD & to Leadership Conf.

Challenges:
- Getting people to midday meetings. Currently stay in one place, meet 1x a month, and have lunch speakers. Brian Hughes took on the section leadership to build the bridge with the northern section to expand/engage the Northern Section. Still struggle from an integration standpoint, and getting participation at the chapter level. Chapter members go up to section periodically.

Successes/Positive: Have 15-18 folks attend, which is good for only 75 members.
Western Carolina – Curtis Daniels

- **Successes:** Do annual PDC, which is largest fundraiser with 75-100 people attending; do annual HAZWOPER refresher training (25-30 people) attend; help sponsor PDC students; participate in Samaritan’s Purse at Christmas time; sponsor with NC OSH Western Regional Safety School (which is a loss leader).
- **Revived old website – in process of updating to National hosted website.**
- **Would like to do more social media – Facebook and LinkedIn now (set up as a group).**
- **Challenges:** Fri lunch meetings currently at same location; winter time are trying to do an evening meeting. Will be doing a Survey Monkey.

Chesapeake – Craig Lowry

- **Had successful joint meeting with John Hopkins and AIHA; continue to do monthly outreach programs.**
- **Sending delegates to PDC/HOD. Planning for PDC in Baltimore in 2018.**
- **Challenges:** getting people to attend (doing a survey: moved locations, timeframes, etc. but still get mixed participation - will continue to do that).

**Successes:**
- Outreach projects – 4H tractor safety and competition – very good results – winners from country went to National and chapter sponsoring 3 persons to national.
- Showed video on NAOSH Safety video contest power tools. YouTube on NAOSH web page – received national recognition, freshman at UMD.
- Future safety leadership programs for all college students.
- More plant tours and doing professional development outside safety, e.g. software use, excel spreadsheet, etc.
- Pay $500 for 2 attendees to PDC and luncheon, booth put logo up on website. Have different levels of support.

NOVA – Sara Hoover

- Mid Atlantic Construction safety congress – got lots of sponsors $5,000, from smaller contractors. VOSH update meeting had a sponsorship free kickback to sponsors. Wise and common interest groups.
- Toys for Tots also incorporated a food drive at Thanksgiving. Did drawing for those who participated in food drive.
- Young Professionals getting mentoring from seasoned safety professionals.
- Sending 2 to Leadership and 1 to PDC/HOD.
- **Challenges:**
  - Getting active volunteers outside the core (meeting attendance has grown over past few years); experimenting with virtual meetings; have done membership
surveys each year to which they have responded, but still not getting those folks at meetings.
- Major challenge – technical aspect and membership chair – expand membership role – establish procedures to structure framework of chapter – templates to help them take off.

ROC members had a great discussion surrounding getting younger professionals into the ASSE meetings and participating at the chapter level, even in some small way. Keep in mind that younger professionals may not have the time flexibility of their schedule to attend meetings, but they may participate in ways that do not require face-to-face attendance.

South Carolina - Robert Wiggs
- Have to put the year’s calendar on the web. They used to know the speaker only 2 weeks in advance, but have started planning out the full year. Making it personal. There is an expectation that they are going to have a meeting and it’s going to be worthwhile. Consistency is what they are working on.
- 2 tours a year (went to Columbia International paper).
- Chapter has not utilized the many, many resources – copying exec committee on all emails.
- Biggest goal is to prepare the person coming behind the President to give him/her a transition: pick your people and prepare them.
- Operation Lifesaver (rail safety education) – chapter will have a part of that each year. Each state has its own – can look up at www.oli.org.
- Have annual OSHA roundtable with compliance and voluntary divisions.
- **Unexpected challenge:** Chapter secretary got a new job out of state, and current Treasurer is expecting a child and threatening to resign.

Low Country – Justin Reese
- Had a successful chapter PDC – only had 60 days to find a venue, get a speaker etc.
- Attendance runs 20-25 members out of 125 members.
- Sending member to Leadership and delegate to PDC/HOD.
- Challenges:
  - Trying to get some new blood into leadership. Had leadership issues and had to replace some leaders.
  - Trying to get more people at meetings.
  - Would like to get a student chapter.
North Carolina – Matt Wilcox

- Assisted with activation of ECU student section, which is a Master’s program with a small, but active number of students.
- Started doing virtual meetings (5 meetings have been virtual); picked up ECU Chapter members when the Chapter dissolved, so that is a long haul for EC members to attend meetings in Raleigh-Durham area.
- Member survey helped us plan out our meeting year. Rotate breakfast, lunch, dinner which came out of the survey.
- Created a sponsorship program last year.
- Hosted several ASSE booths last year at MidState Safety Council, Wilmington Safety School, & LEPC.
- Trying our first guest meeting: bring a guest for free.
- Provide financial support to student section, getting a lot of young members.
- Sending 1 to Leadership and 2 to PDC/HOD.
- **Challenges/Successes:**
  - Improve new member experience, get them in the door, and how to retain them (make it memorable and pleasurable). Providing a Welcome packet (welcome letter, free first meeting, a list of meetings for the year, leadership contact info). Chapter President is calling new members, teaming them with an active Chapter member.
  - Gauging the pulse for a Wilmington Section, have asked a couple members down in Wilmington to lead the effort.

Star Valley – Kathy Warwick

- Have all new positions, no recycled, all Lynchburg, some folks couple hours away. A lot more administratively organized executive committee members; they are now forming committees to get chapter programs.
- Try to have virtual meetings. Sending email request to put on calendar with virtual link.
- Offering Certificate of Contact hours.
- Had 2 joint meetings: CHMM and AIHA.

Colonial – Kevin Theriault

- Have started Facebook and Twitter. Facebook good way to get ASSE info out.
- Started providing CEU credits for monthly meetings.
- Joining VA Chamber of Commerce to get more members. Word-of-mouth is best advertisement. Asking active members to start talking about ASSE.
- Looking at developing student section.
• Sending 2 members to Leadership and 2 to PDC/HOD.
• Challenges: Trying to increase membership involvement and sponsorship to get funds to get our members to some of these activities. Asking sponsors within the chapter.

Greater Tidewater – Curtis White, Peninsula Section Chairman. Curtis is a young professional (was Air Force 5 years safety and learned about ASSE free student membership when going to school).

• Sending 1 to Leadership and 2 delegates to PDC/HOD
• Scholarship to Old Dominion University to support Master of Science program (have a liaison who won their scholarship prize and attending the Region 6 PDC).
• Support local food drives with member donations;
• Yorktown Safety Town Peninsula Section supports (mini city) give safety messages.
• Plan to donate $500 to ASSE Foundation.
• Challenges: meeting attendance (looking at rotating locations).

Piedmont – Don Heatherly

• Have 5 technical meetings, average 25 in attendance at meetings. Had a WCU campus visit (2 hr drive from Greenville, SC)
• Have social networking events with students – Greenville SC baseball game & hockey game.
• Had a SC OSHA Q&A event.
• Had PDC at BMW – the BMW center let the chapter use the space for free, which helps them make money at PDC (offer CEUs). Award three $1K scholarships every year at that conference and students bring their posters.
• Donated $2K to ASSE Foundation this year.
• Not sending anyone to Leadership, but plan to send at least 2 members to PDC/HOD in Atlanta.
• Tech meeting attendance picked up this year. Hardly any participation from Western Carolina chapter area. Buy one; get one free with a guest.
• Challenges: attendance, time commitment to be on EC, communications, utilizing resources.

National Capital – Mike Kerns

• Shared Dropbox or Cloud account – invite new officers to join Dropbox and put folders with documents for awards chair, newsletters templates, Google docs, list of what is recommended to be saved and retention period.
• Current membership 249, 7 tech meetings. Have outreach and sponsorships.
• Sending 2 members to Leadership, 3 to PDC/HOD.
• **Challenges:** Attendance at meetings. Most meetings in DC, used to alternate couple in DC and couple in MD – probably need to go back to alternating.

• **Successes:**
  
o  Good success with tours at National Smithsonian, coming up at MGM. NIST (nuclear reactor).
  
o  Chapter has done a lot of ASP & CSP classes, but looking at doing a CHST class.

**Best Practices of a Platinum Chapter – Dan Collins and Kevin Earp**

• Used the Chapter Operations Management Tool (COMT) to manage efforts to achieve a Platinum Level Chapter. Tarheel chapter is fortunate to have a core group of individuals who have been active, bricks had already been laid. Add the PPT from Dan Collins.

• Set the Goal at beginning of Chapter year: Platinum Chapter. Updated chapter quarterly (talked about at almost every meeting).

• Key: planning and use the tool to plan (focus on items that are considered most important to have a successful chapter year. Get to know the items and share with the EC. Use the Chapter Annual Planning Template early! If you are President-Elect, get familiar with the Tool early.

• Share the goal, get EC actively involved, provide officer training, need teamwork – Membership Chair is important (a lot of points in and around Membership Chair).

• Introduce chapter officers/members to COMT, provide updates throughout the chapter year.

• Keeps chapter engaged, look for new programs, use COMT as guidance throughout the chapter year to ensure on target to meet performance objectives. Don’t wait to end of year to back fill.

• Make sure EC members eat last so you don’t run out of food at catered events.

• Get involved with outside activities: USMC Marine Toys for Tots Foundation; local safety conferences (promoting society); NAOSH Safety Poster Contest (Tarheel sponsored family to go to National); Tarheel partners with Fire & Life Safety Bowl; minor league baseball game; host a Chapter PDC.

• Provide member recognition.

• Tarheel added several committees to assist with the many activities to achieve Platinum level.
Justin Reese (Region 6 liaison of Foundation) and Mike Murray (Lead Trustee of Foundation) – ASSE Foundation

Mike Murray presented the value of the ASSE Foundation to our future safety leaders and how we can help. Over $2 million in grants and scholarships since 1990. 25th Anniversary of the ASSE Foundation. ~15% admin to run the Foundation.

Foundation:

1. Education (academic scholarships, family scholarship fund, ABET accreditation grants).
2. Leadership Development (future safety leaders’ conference, professional education grants, next generation (11 individuals who work at local schools – all volunteers’ expenses whose companies don’t cover their expenses).
3. Research (research grants, research fellowships) – just allocated $300,000 to support research to support early intervention where fatigue is a contributing factor to accidents leading to injuries/illnesses.

Safety Matters Challenge – will increase member engagement while supporting the mission of the Foundation. Outside of dues, renewal (24% are giving at this time), only 1% contribute to the Foundation. Want to grow the number of people giving and the amount being given. There is a challenge to the regions. Safety Matters Giving Record - Region 6 is at about 10% (minus global membership) of its membership (this does not count the individual donations to restricted scholarships). Giving back to regions who have given: Foundation Program Bucks, the region in 1st place will get 8% total raised for Safety Matters; 2nd place 5% total; 3rd place 2%. Need to click the Safety Matters button on your donations button.

Communicating with Your Members Tools and Strategies – Steve Hansen, Manager Chapter Services

ASSE online resources orientation/update.

Need effective strategy to reach those 85% members who don’t come to meetings. It is okay that they don’t attend meetings, as long as you are communicating with them in many ways.

Main ways chapters can communicate:

- By email or snail mail (efficient – not always read) (refrigerator magnet)
- Through Chapter website (SOG requirement to update quarterly) – it is public (needs to be updated regularly) – website is your public face (people moving into area or visiting area may look at your website) – crucial to keep following updated: jobs page, officers
page (with pictures helpful when someone comes to a meeting and looking for that person - recognize people)

- By using Social Media (Facebook and Twitter automatically pushed out – needs constant content); at a minimum, try to use Facebook, LinkedIn, and Twitter (especially Twitter – should be used 1x week - retweet). Mark Huelskamp (chapterupdates@asse.org). Social media Brianna Brashears.
- By phone or virtually (has great impact – time consuming)
- In person (has greatest impact – requires a big investment)

What Should You Communicate?

- Chapter News
- Society news
- Specific news important to your members
- Member News (birthdays, retirements, etc.)

  Hint: set up a filing system to collect news for sharing (have an inbox for those types of emails, then can publish)

ASSE Web Hosting/Maintenance

ASSE provides web hosting/maintenance $35/month (Increase of $10) – deadline Oct 16. Enter your member number on form, sign with mouse pad – on officer central (sign in) on main page of Officer Central. Website Hosting Agreement tab, scroll down, can sign name using mouse pad or touch pad. Maintains your URL and domain, perpetual. Standard templates, but also have optional functions.

WordPress Template & Content Management System Update

- Ability to update your site 24/7
- Accept online reservations and payments
- Real time content updates
- Society guarantees 5 day turnaround (usually w/in 24 hr)

Social Media – forces necessary change. Instagram, LinkedIn, Facebook, Twitter – at least 1x week, do post images, make it personal. Examples of popular posts (look at Society).

Poll Daddy provided by Society, Online Elections, New Officer Central, New Officer Training. Online elections – example few chapter online elections: Gulf Coast – vote for or against if not a contested election (built their page on their website – put photos of slate of officers on their webpage. Society pulls your roster and every person gets a unique URL and can only use the
link once to guarantee the integrity of poll. Puget Sound (also included Board Members at Large).

**Society Mailchimp**  [www.Mailchimp.com](http://www.Mailchimp.com) - To get Mail Chimp set up, contact Society. Suggested doing newsletter through Mailchimp. Should be getting Chapter Services Update monthly (all officers should be getting) from Steve Hansen.

**Adobe PhotoShop** allows jpeg, png, gif – resizing photos before upload to website.

**Online bylaws** – to upload; go to officer central, chapter operations and reports (bylaws considered a report). Chapter bylaws: procedure to update bylaws – steps before you update your bylaws, draft bylaws then submit to chapter services reviews who forward with comments to AD/RVP. Easiest way is to use the Online Bylaws model, which limits the changes you can make. Section bylaws have not been updated yet, once that is done, they will put an online version, but for now only paper bylaws. Chapter Bylaws Directory link can see by region all bylaws.

**COMT – Officer Central**

Chapter operations and reports – COMT tools, power half-hour view video, pdf version of training video.

**Other** is key to get Platinum level. Examples: do you have a program if a member brings a member and gets them to sign up. Are you regularly putting info; do you do more than safety; job fair, do you host something; do you have a greeter at the door; name tag indicating guest; do you ask people to say where they are from/introduce themselves? Community Outreach: go to a high school to present, etc. Chapter should designate someone to spearhead the COMT report. Test tool – each chapter should have a live link, but can use the test tool.

Should have selected your Nominations and elections Committee by now.

**Chapter Programs Planning– workshop format**

- Presenters/Facilitators (Arlene Edwards)

**ASSE President – Society Update – Michael Belcher**

Michael Belcher gave a brief Society update. Brand new board, everyone on the board is to serve ASSE, the betterment of our society.

- Looking for last board member, the Public Director, (CEO or ties to business) a non-member (outside our industry to provide us with a different perspective). Expectation to have the Public Director on the board within 1 month.
Traditionally, meet 3 times a year.

Strategic priorities:

- Connecting with the young professional (millennials); how we meet; young professionals love the social outlet – to do community service and just socialize. YPs believe companies must be socially responsible.
- Professional affairs exciting area of Society. Changing how SPs are viewed all over the world. “Framing the Profession” started a few years ago. Technical skills, personal skills, leadership skills, ability to influence others, etc.
- Risk Assessment – getting a lot of hits on their videos. Risk is language business leaders understand. The more we occupy that space, the greater leverage we have. Society working on a Distance Learning Certificate for Risk Assessment.
- Practices and Standards. New ISO 45001 International EHS Management System (ASSE on forefront of this standard). OHSAS was not a consensus standard and will likely go away.
- Global – growth of int’l members is outpacing growth of domestic members. 50% of fortune 500 companies’ earnings come from overseas.
- PR Committee considerations. How do we market our profession – what should we be doing to give that line of sight to the board members? How do we get that message out to the decision makers? Do we want the message about the safety profession or market safety professionals themselves?

What are the high mission impact and profitability? ASSE secretariat to many standards. Internal publications – professional safety journal, professional development, Seminar Fest setting new records, National PDC (exhibitors going up, but attendees going down) – have we maxed out or should we try to get attendees? Practice specialties work very well.

Center for Safety Sustainability – influencing business people/organizations.

Having discussion around “abandonment” – can’t be everything to everyone. The more diverse we are, the less effective we may be in more important areas (areas we may be better at).

Sale of old headquarters – going slowly.

Chapter Treasurer Duties, Reporting, Guidelines & SOP’s – Michael Kerns, National Capital Chapter
• Look at Officer Central, chapters that are incorporated have protection through Society for general and professional liability coverage, some exclusions fraud, etc.

Area Roundtable discussions