

Coalition Conference Call Report
Friday, January 30, 2009
2:00pm Eastern / 1:00pm Central / 11:00am Pacific

Coalition members present:

- ACTION WITHOUT BORDERS/IDEALIST.ORG, Meg Busse
- AMERICAN HUMANICS, Stephen Bauer & Kala Stroup
- COMMONGOOD CAREERS, James Weinberg
- GIRL SCOUTS OF THE USA, Michael Watson
- GRAND VALLEY STATE UNIVERSITY, Tera Wozniak
- NONPROFIT HR SOLUTIONS, Lisa Morton
- PUBLIC ALLIES, Paul Schmitz
- UNIVERSITY OF SAN DIEGO, Heather Carpenter
- YMCA OF THE USA, David Thomas

Call Report

Membership Dues

Stephen Bauer announced that dues for Coalition membership are due. Please send in payment if you have not already done so.

Board of Director Elections

James Weinberg announced that Coalition Board of Director elections would take place this fall. The Board decided to suspend elections this past fall to maintain continuity through the development of the formal Memorandum of Understanding (MOU) between the Coalition and American Humanics. Coalition members are encouraged to contact Weinberg or Bauer if they are interested in running for a board position.

Memorandum of Understanding

Weinberg announced that the MOU process between American Humanics and the Coalition is now complete. The Executive Committee of the Coalition Board of Directors is in the process of signing the document. Weinberg thanked those that were involved in this process including the Coalition Executive Community and Coalition Board.

Discussion of New Presidential Administration

Paul Schmitz, who is active on the Presidential Transition Team, reported on the current state of Washington DC in relation to nonprofit workforce issues. Key points included:

- Administration has a strong commitment to public service
- The economy and foreign relations are the top priority right now
- The House and Senate are woefully under-informed about the size, scope and depth of the nonprofit sector. The sector must work together to be better advocate for itself to congress. Elected officials don't understand how the nonprofit sector can help and thus don't think to invite us to discussions on addressing issues. The sector must be proactive in showing them how we can help.
- Government officials need more workforce data to help make the case for the sector.

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- Nationally, the sector must be more coordinated in efforts to reach out to appropriations committees of congress as they are the ones that control money flow.
- Locally organizations must work harder to connect with mayors, governors and state legislature to inform them of the nonprofit sector to get access to funds. Stimulus money will flow to Governors and Mayors who need to know what the sector can do to help. Local and state nonprofit associations should rally to interface with government.
- The Nonprofit Workforce Coalition can be the group that interfaces with the government.
- The Presidential administration will be looking for best practices from organizations that are results driven, have proven effectiveness and who innovate.
- There has been a misconception that nonprofits are recession-proof. That isn't the case as funders have cut giving by 30%-50%.
- Suggestions for Coalition interaction:
 - Create or help unify the sector around a single policy agenda for workforce development
 - Coordinate and release best practices for nonprofit recruitment and retention
 - Gather workforce data to help drive policy discussion in Washington
 - Lisa Morton commented that Nonprofit HR Solutions is currently conducting a workforce survey and will share the results in a few weeks with the group. The Coalition will be notified and asked to participate in the survey. Please look for an email from lmorton@nonprofithr.com.
- With the current focus on the economy and foreign relations, the administration will be clearer with its agenda for nonprofit issues in 4-8 weeks.

It was clear that the Coalition needs direction around unifying our agenda to respond to the current situation. Michael Watson, Tera Wozniak and James Weinberg agreed to have a call to discuss this. If there are other members interested in joining, please contact Stephen Bauer immediately.

Visioning and Goal Setting for 2009

Bauer reviewed the proposed plan of action to gather member data for a visioning process to set definable and attainable goals for 2009 in light of the current state of the nonprofit community and economy. (see proposal for outline)

Committee Updates: National Campaign Committee

Committee Co-Chair Lisa Morton thanked the members of the Committee who have dedicated a large amount of time and effort to advance the agenda including Heather Carpenter, Meg Busse and Lynn Norton.

The Committee has just wrapped up a process to review proposals from marketing and advertising firms to help us develop a media campaign to promote to the general public the size, diversity and viability of careers in the nonprofit sector. The two finalists include Shoestring Creative and Hershey Cause Marketing. The proposals also outlined how the potential agencies would help in the fundraising for the Campaign. The Committee is drafting a proposal to go to the Coalition and American Humanics boards.

Meg Busse updated the group on the Nonprofit Career Month initiative to identify a national month to focus on promoting nonprofit careers. This effort is not officially housed as part of the National Campaign Committee but due to its nature, the Campaign Committee is working together to ensure coordination between the two efforts. Through funding from the Kellogg Action Lab, five states have

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been identified to be test markets for Nonprofit Career Month in October 2009 (Minnesota, South Carolina, New Jersey, New Mexico, Oregon). These states were chosen for regional and population diversity.

The plan includes researching population specific initiatives and motivators, potential partnership opportunities, internal and external communication channels, marketing and outreach and on the ground event efforts.

A website is being developed to house all of the resources for the events and other communities are encouraged to utilize these resources to develop nonprofit career month events in their own communities. More information will be coming soon.

Committee Updates: Workforce Diversity Committee

Michael Watson updated the group on the activities of the Workforce Diversity Committee.

The workforce diversity pledge will be released this spring. Members of the committee are currently doing some final edits prior to it being released. A plan is being formulated to develop webinars to share best practices as well developing peer learning groups for those that take the pledge. David Bleckley from Grand Valley State University has informed the Committee of a long-term research project aimed at bringing all of the resources around workforce diversity, inclusion and cultural competency together. He is currently seeking funding for the initiative.

Bauer discussed the idea of a nonprofit career center that American Humanics, Girl Scouts, Boy Scouts and the National Human Services Assembly is working on. More information to come.

Kala Stroup reiterated the need for us to systematically bring the members of the Coalition together around a unified agenda. Independent Sector, National Human Services Assembly, National Council of Nonprofits and others are working on many similar issues. It is of value to us as a Coalition and as individual organizations to unify our message, especially in light of the report given by Schmitz.

Member Updates and Happenings

Lisa Morton of Nonprofit HR Solutions informed the group of the National Nonprofit HR Conference taking place October 4-6 in DC. Registration will go live in March and discounts are available for Coalition members. Please see: www.nonprofithr.com for more details.

Closing Comments

- Next Full Coalition Conference Call
Thursday, April 30, 2:00pm EST / 1:00pm CST / 11:00am PST

Call adjourned at 2:00pm Central

Please contact Stephen Bauer with any edits to these minutes if details have been left out.