



Veronica Morris, PhD

Elaine Malkin

BOARD OF DIRECTORS

Chanda Hagen

Bradley W. Morris, MA

1651 SANDPIPER DRIVE
ROCK HILL SC 29732
USA
(510) 367-4267
psdpinfo@gmail.com
www.psychdogpartners.org

PSDP Board of Directors Minutes
8/24/15, 11:00 a.m. PT/2:00 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next Regular Meeting
- GuideStar Exchange
- SC NAMI Exhibition
- Taxes
- Upcoming Presentation
- Advocacy Success
- Website
 - General
 - 2015 FAQ Flyer, + Translation
 - Work & Task List
 - Presentations
 - FAQ
 - Hospitals
- Animal Law Blog
- Articles being drafted
 - Responsible service dog handling
 - The D Word
 - Service dog breeds
- Branding Feedback
- Meme contest
- Fundraising
- Treasury Report
- 2016 Convention

This regular meeting was called by verbal agreement during the prior meeting, or by intermediate written reasonable notification made in good faith and agreed to by a majority of board members through email or phone, and was held through videoconferencing.

- Next Regular Meeting
Monday, September 14th at 11 PT/2 ET.

- GuideStar Exchange
We are pleased to report that in July PSDP became a gold-level participant in the GuideStar Exchange, a program that encourages nonprofit accountability and financial responsibility. This certification will duly encourage savvy donors to comfortably contribute to further our mission.

Our GuideStar Exchange reports may be accessed through the badge at the bottom of every page on our site.

- SC NAMI Exhibition
Due to a recent surge in the generosity of our community and the public, we have been able to expand our in-person outreach and education efforts to include conference exhibitions. We are truly thankful to donors for making the practicalities possible!

Veronica traveled to Columbia, South Carolina on August 15th to spend the day spreading the word at a state-level NAMI conference. It was very worthwhile, as several people were reached, and these leaders in the broader community are a perfect focus for PSDP resources to go viral throughout the state! As a measure of our success, we were able to distribute 145 outreach items!

Supporters interested in sponsoring future PSDP outreach activities should know that gifts are not only welcome, but needed. We have carefully budgeted costs to engage in specific future outreach events and have determined that \$1221 would cover at least two events, including reusables for future events. This calculation includes outdoor exhibition materials, such as a canopy, vendor fees to rent space at an event, printing costs for our popular and effective handouts, and minimal transportation and lodging costs for slightly farther than local events. We sincerely appreciate our donors' ongoing support, and we look forward to continuing to convert it into real impacts in people's lives!

- Taxes

PSDP's fiscal year runs from July 1st to June 30th. PSDP's federal tax filing and state non-registration paperwork were filed right after the close of the fiscal year, at the beginning of July.

Public inspection: PSDP's federal tax documentation is available on the PSDP website on the "Donate" page. Anyone wishing to view PSDP's state non-registration paperwork may do so by requesting the paperwork via psdpinfo@gmail.com at any time. We did not post the state paperwork online because it is not of general interest (it doesn't provide significantly more information than the posted federal documentation), but we will honor any individual or corporation's request to see it via email.

- Upcoming Presentation

Brad and Veronica have been invited to present on psychiatric service dogs at a local NAMI educational seminar on September 8th.

- Advocacy Success

We are very proud of our recent advocacy successes with the final rule for VA service dog access regulations and Michigan service dog bill modifications. The VA regulations especially are much more impacted by our comments than we expected, and we feel our community is empowered to be successful in future advocacy efforts! We detail our impact on our pages for these issues.

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/veterans-affairs-38-cfr-1-218a11-comment>

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy/michigan-joint-committee-meeting-comment>

- Local transportation involvement

A representative from a Charlotte, North Carolina transportation administration set will be meeting with Veronica and Brad in Rock Hill, South Carolina on August 27th to learn more about (psychiatric) service dogs.

We developed Gatekeeper Guidance (and specifically Carolina Gatekeeper Guidance) to help the transportation operators and all other gatekeepers better understand service dog access. This will be posted under "Public Access" on our website, as well as under a future advocacy campaign community members will be able to participate in! We're excited to thereby revive our "behavior, not belongings" campaign idea to once again be "encouraging respect beyond the laws".

- Website

- General

We've initiated Google Analytics on our site, which after the first month has informed us that our site receives approximately 10,000 visitors a month! This is a much larger impact than we thought we were making, so we're quite happy with the new data.

Additionally, we're able to learn more about the (anonymous) composition of our audience and their interaction with our site, so we can be sure to focus our efforts on things like being accessible on mobile devices—around half of our website visitors appear to access our site through such devices. Fortunately (and by purposeful design), we've earned the coveted new "Mobile Friendly" Google search designation, which is a contrast to our main keyword competitors and will move our search engine rankings up over time.

The activation of Google Analytics has also enabled us to deploy a left sidebar widget showing the top

five (non-homepage) pages on our site over the previous 31 days. This widget is useful for directing new visitors to content that has “clicked” with other visitors, which can help us get and keep people engaged with our resources so we can better fulfill our mission.

-2015 FAQ Flyer, + Translation

We completed the 2015 update to our “Answers to Common Questions” flyer. We are beginning work toward translating the text into at least one other language in a multi-step process.

-Work & Tasks

We have completed the editing process for PSDP's Work and Task List. We believe our 2015 list is now consonant with up-to-date theory, internally consistent, amenable to use by those with a greater breadth of mental illness symptoms and etiologies, etc. We are very proud of this popular resource!

<http://www.psychdogpartners.org/resources/work-tasks/work-task-list>

We are also very proud of our community members who shared pictures and stories for our new work and task stories page!

<http://www.psychdogpartners.org/resources/work-tasks/work-task-stories>

-Presentations

We added a presentations section under the “Board Activities” section of our website, detailing PSD-related invited presentations and exhibitions of board members (apart from PSDP conventions) dating back to 2011 and extending into future events.

<http://www.psychdogpartners.org/board-of-directors/board-activities/presentations>

-FAQ

In response to community interest, we have added questions and answers to our FAQ page on Training—Beyond Basics, on the topics of training during fear stages and deep pressure therapy.

<http://www.psychdogpartners.org/resources/frequently-asked-questions/faq-training-beyond-basics>

In addition, other FAQ entries have received minor updates. Of particular note on our Laws FAQ is reference to the Department of Justice's excellent new (July 2015) nine-page FAQ document on service animals:

http://www.ada.gov/regs2010/service_animal_qa.pdf

Further, our main FAQ page now includes some starter/exhibition documents that may be useful for those interested in brief overviews of particular topics. We created these for use both as displays and handouts (in small card versions) during PSDP exhibitions.

<http://www.psychdogpartners.org/resources/frequently-asked-questions>

We are continuing to draft new answers to common questions (FAQ) sections for the website, as we are able.

-Media Coverage

We have updated our media coverage page, including the addition of a recent local NAMI newsletter that features an article by a community member on board member Chanda Hagen.

<http://www.psychdogpartners.org/resources/media-coverage-of-psdp>

-Conventions

We have added a main page and registration page for the 2016 Convention.

<http://www.psychdogpartners.org/resources/convention/2016-convention>

<http://www.psychdogpartners.org/resources/convention/2016-convention/2016-convention-registration>

We've also created the 2015 Convention pictures and video page. Enjoy!

<http://www.psychdogpartners.org/resources/convention/2015-convention/pictures-video>

-Advocacy

We added pages and/or updates on VA regulations, Michigan bills, and congressional law related to VA regulations. These are all accessible through our advocacy page.

<http://www.psychdogpartners.org/board-of-directors/board-activities/advocacy>

-Hospitals

We are generating a sample hospital service dog policy and other resources to assist those who have service dogs and need to be in a hospital. The committee is continuing to draft resources when members are able.

•Animal Law Blog

Brad and Veronica have been assisting attorney and animal law writer John Ensminger with feedback on drafts of several of his blog entries. We respect the experience, expertise, and effort Mr. Ensminger puts into his blog and advocacy activities, and as we value his insights and reporting, we encourage community members to follow legal developments related to animals through his writing.

<http://doglawreporter.blogspot.com/>

Note that the opinions expressed by Mr. Ensminger are his own, and while they may at least some times be consistent with the board's opinions, they should not be assumed to represent the views of our organization, regardless of whether board members provided feedback on an entry..

•Articles being drafted

-Responsible service dog handling

This is one of two articles Veronica wrote in the past and that we're updating to make it available to PSDP audience members.

-The D Word

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-Service dog breeds

Search engine research reveals that one of the top search topics involves the best breed(s) for service dogs. This is one of the factors in why Veronica's "Choosing the Right Dog" is by far our most popular resource, and is why we're drafting another article to address people's interest from another angle.

•Branding feedback

Thank you to everyone on the listserv who contributed feedback on PSDP branding. We're doing our best with your help to connect with more people and to do so more meaningfully!

•Meme contest

Following up on our branding/image feedback solicitation, we're planning on running a fun contest where community members can come up with a meme (catchy picture and text) PSDP can use on social media to promote a positive service dog-related message.

•Fundraising

We have a fundraising plan and materials in the works that might help with individuals' convention expenses.

•Treasury Report

We discussed changes to and progress in the categories of: income, expenses, current funds, the budget, earmarked funds, and fundraising.

•2016 Convention

The 2016 convention will return us to Solvang, CA! On April 2nd and 3rd we'll come together in the Legion Wing of the Veterans Memorial Building. More information and the link to register is available through our website:

<http://www.psychdogpartners.org/resources/convention/2016-convention>