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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes
10/14/15, 11:00 a.m. PT/2:00 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next regular meeting
- GreatNonprofits
- Website
 - General
 - Meme contest
 - 2015 FAQ flyer translation
 - FAQ
- Articles being drafted
 - Service dog breeds
 - Basic requirements for service dog use
- Behavior, not belongings
- 2015 Priorities Survey
- 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
Wednesday, November 4th at 11 PT/2 ET.

•GreatNonprofits

We are excited to report that after less than a month of being listed on GreatNonprofits, a site that is basically the “Yelp!” of nonprofits, PSDP has earned “Top-Rated” status for 2015! This is entirely thanks to our wonderful community members providing glowing reviews—all five stars!

In addition to the continuously-updated badges reflecting our rating and latest reviews from GreatNonprofits (on our Donate page and Investing in PSDP page), we now proudly feature our 2015 Top-Rated badge at the bottom of every page on our site—right next to our GuideStar gold status badge. We hope our high rating and positive reviews will encourage donors to give with even greater confidence in the personal impact we have in the lives of many people who need our resources.

Since we have exactly the number of positive reviews it takes to earn Top-Rated status for 2015 and it is getting close to 2016, we will wait until the new year to solicit more reviews. That way we will be able to earn and feature the 2016 badge early in the year with the participation of our helpful community.

<http://greatnonprofits.org/org/psychiatric-service-dog-partners>

•Website

-General

We continue to have a growing impact each month since we've had the tools in place to keep track. One

simple measure is the impressive number of pageviews our site has received...

July: 11,532

August: 12,869 (11.6% increase over July)

September: 14,864 (15.5% increase over August)

In order to keep growing and spreading the word, we have redesigned some aspects of our site. The "News" feature has been moved to the left column that shows on every page, along with the search bar. These two moves allowed us to spotlight our new GreatNonprofits Top-Rated badge at the bottom of every page, and to design graphics (including an "*I want to help!*" button) that clean up that bottom widget area.

These changes, along with the move of the mission statement graphic farther down the homepage, have allowed a streamlined presentation on the homepage. We hope this will further the accessibility of our site, including for the half of our audience that accesses our site through mobile devices.

Another change to note is the addition of excerpts from our community members' GreatNonprofits reviews in graphic form on five different pages. We received such good feedback that we were able to put different review snippets on the pages that were the best fit for personalizing those pages. Once again, thank you, community members! Together we're strong!

-Meme contest

We loved our community's meme submissions! We had planned to have one winner, but instead we had to go with two: submissions from Nick & Tanka and from Lauralee & Tucker.

Thanks to everyone who participated in this creative project! We're still accepting (non-contest) submissions to help us further the goal of spreading positive service dog messages through social media.

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

-2015 FAQ flyer translation

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

-FAQ

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

- Articles being drafted

- 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.

- Basic requirements for service dog use

- One of the most common inquiries from the public and potential service dog users is about what's needed for someone to be a service dog user. We are drafting at least one simple article in this direction to help answer this inquiry quickly and attractively.

- Behavior, not belongings

- After being tabled for some months so we could focus on other priorities, we are beginning work on our "behavior, not belongings" campaign as the service dog community side of our business resources. This educational campaign not only will spread the word about service dog laws, but will be "encouraging respect beyond the laws".

- 2015 Priorities Survey

- We had a whopping 44 community members fill out the 2015 Priorities Survey—thank you! We received valuable insight into which directions our community prefers we steer our efforts, and we will use these insights to help guide PSDP in the coming year.

—End of Meeting—