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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes
1/14/16, 10:30 a.m. PT/1:30 p.m. ET

Attendees

Veronica, Elaine, Chanda, & Brad

Agenda

- Next regular meeting
- Website
 - General
 - Be the hope
 - 2015 Community Photos
 - 2015 FAQ flyer translation
 - Giving Tuesday
 - Convention info packet
 - Giving Groups
- GreatNonprofits reviews
- ACAA regulation update
- Meme contest
- PSDP in the media
- Behavior, not belongings
- Treasury Report
- Articles being drafted
 - Service dog breeds
 - Basic requirements for service dog use
- 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
Thursday, February 4th at 10:30 PT/1:30 ET.

- 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)

October: 16,684 (12.2% increase over September)

November: 19,896 (19.3% increase over October)

December: 25,782 (29.6% increase over November, 123.6% increase over July—well more than double within 6 months!)

We regularly work to improve our SEO (Search Engine Optimization) to increase our ability to reach those who need us. We use local software such as Scrutiny, Wordpress plugins such as Yoast SEO, and the latest addition is an external online resource, OnPage.org. Recently we've addressed broken

links (to external sites) and alt text media descriptions (for SEO and accessibility). We will be exploring features new to us in the coming months to do all we can to be small, but mighty!

-Be the hope

We are fundraising to make our convention happen for our community, and we now have a page up to help inspire friends, family, and general do-gooders to join in. Share the link to share the hope!

<http://www.psychdogpartners.org/be-the-hope>

-2015 Community Photos

We received some wonderful submissions for our 2015 Community Photos page. Thank you! We've curated and enhanced these great pictures, and we have a new favorite page!

<http://www.psychdogpartners.org/resources/community-photos/service-dog-pics-2015>

-2015 FAQ flyer translation

In our work toward translating the 2015 "Answers to Common Questions" flyer text into at least one other language in a multi-step process, we have had an initial translation reviewed and are submitting it for further review and revision. This is still in process, with another translator being consulted.

-Giving Tuesday

We hope our success this year will propel us to further success next year, and we're especially hoping someone else will be able to step up and offer to match donations.

<http://www.psychdogpartners.org/donate/giving-tuesday>

We finally received word from PayPal Giving Fund of who's donated, so we'll be able to thank these lovely contributors soon ourselves!

-Convention info packet

About every week, we're releasing a new section of the convention info packet so community members can easily ingest the document bit-by-bit. Interested people can keep up through this page:

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

-Giving Groups

2015 was our first year for our Giving Groups program, and we've been so happy to celebrate the giving spirit of our community. We've also been honored to be able to memorialize people and animals that are no longer with us, but still mean so much to us.

In this second calendar year, we've used what we learned from the initial run to adjust the contribution levels of the giving groups to better reflect the distribution of our community's giving. The revamped page is now available, with the 2015 Giving Groups members archived on the same page, below the memorial section.

<http://www.psychdogpartners.org/donate/giving-groups>

Get a jump on earning a *best in breed* or *best in group* designation by giving in the beginning of 2016!

•GreatNonprofits reviews

With the turn of the new year, we have an opportunity to galvanize our community to review what we do and earn us a 2016 Top-Rated award from GreatNonprofits. This sort of recognition helps us reach more people and have more of an impact in people's lives, so we really appreciate the time and effort a review can take.

We will send out a call for reviews soon, but you can get there on your own right away through the badge at the bottom of our site!

•ACAA regulation update

We have been drafting and debating proposals among our ACAA committee members. When we've ironed out some more details and consulted with an attorney, we are considering posting a proposal and asking community members what they think. This will help us better represent everyone's interests going forward.

•Meme contest

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>

We've gotten the prizes from Puppapal to the winners, and we're still working pictures from one of the winners on our site!

- PSDP in the media

Veronica and Brad were recently interviewed by an Emmy-award-winning news anchor in Missouri for a report on service dog fraud (intentional and unintentional) and other service dog issues. The report is expected to air during sweeps week in early to mid February. We'll provide a link when it's available—we're hopeful this will be an accurate and compelling report!

On another front, we are considering a reply in "Dogs&Jobs" magazine to advise them about some inaccurate information in a recent issue.

- Behavior, not belongings

We are still excited to get this education campaign going, but we have to prioritize the ACAA regulation revision. We are still working on this campaign as we're able, and will provide any significant updates as we can.

- Treasury Report

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

- Articles being drafted

We're working on these as we're able to prioritize them! Again, we have to prioritize the items above before these.

- 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" has been one of our most popular resources, 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.

- 2016 Convention

The 2016 convention will return us to Solvang, CA! April 1st–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>

The registration fee is a very low \$75! Just be sure we've received your registration and payment by March 2nd.

We've also added a separate payment button just for tests, for those who have paid for their registration but wanted to wait to pay for their planned testing.