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BOARD OF DIRECTORS

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PSDP Board of Directors Minutes  
2/4/16, 10:30 a.m. PT/1:30 p.m. ET

### Attendees

Veronica, Elaine, Chanda, & Brad

### Agenda

- Next regular meeting
- WIOA regulation update
- ACAA regulation update
- PSDP in the media
- Website
  - General
  - Be the hope
  - 2015 Community Photos
  - 2015 FAQ flyer translation
- GreatNonprofits reviews
- Meme contest
- 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
  - Wednesday, February 24<sup>th</sup> at 10:30 PT/1:30 ET.
- WIOA regulation update
  - The Workforce Innovation and Opportunity Act (WIOA) regulations are being updated, including references to service animal access in places federally funded through WIOA. We will be submitting a comment and notifying the community about this feedback opportunity soon.
- ACAA regulation update
  - We have posted a proposal detailing a system for the ACAA update. The proposal contains a form to be required for service dog accommodation in flight and a guidance brief explaining access in airports and airplanes.

We ran a survey (through Feb. 4th) asking community members what they think about the proposal, and how well it meets the six universal goals below. This will help us better represent everyone's interests going forward, in a way much more likely to lead to cooperation. We appreciate the excellent feedback we received, as we realize the effort and thought this took from the many community members who participated!

- Public safety through reasonable measures
- Fair and just disability access (mental health parity + no undue burden on disabled)

- Discouraging intentional and unintentional fraud
- Clarity and systematic ease of use for all parties
- Privacy of specific medical information
- Respect and liability reduction for airline and airport personnel as non-experts in disability access, animal behavior, and legal affairs

<http://www.psychdogpartners.org/board-of-directors/board-activities/surveys/aca-proposal-survey>

•PSDP in the media

We are drafting a reply in "Dogs&Jobs" magazine to advise them about some inaccurate information in a recent issue.

•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!)

January: 38,155 (48% increase over December)

We regularly work to improve our SEO (Search Engine Optimization) to increase our ability to reach those who need us. We have recently completed the process to enable site encryption and a security certificate, which is both good for our users and will increase our search rankings. This will not alter the user experience.

We are considering expanding the number of domain names that direct to our website, making it easier for people to find us.

-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>

We've been sharing this with family and friends, and hope each of our community members will pass it along to at least one other person.

-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>

We are considering releasing a photo every Monday with a creative message once our community's memes are exhausted.

-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.

•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!

- 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 Pupparel to the winners, and we're still working pictures from one of the winners on our site!

————End of Meeting————