



MONTHLY EDUCATION COMMITTEE MEETING

Friday, July 19th, 12pm to 2pm

At the Alzheimer's Association

6632 Convoy Court, San Diego 92111

www.caregivercoalitionsd.org

Caregiver Coalition's Mission:

- To identify and address the needs of Caregivers through advocacy efforts and collaboration of a broad coalition membership in order to improve the overall quality of life for Caregivers, their families and the community.

Goals for the Education Committee:

- Provide free educational events for family caregivers, their families and the community throughout San Diego County
- Promote collaboration amongst all Caregiver Coalition members and their corresponding agencies
- Support the educational efforts created through the Webinars

Minutes:

1. Welcome and Introductions

- a. In attendance: Alejandra Ceja-Aguilar (Chair), Ahnileen Martinez, Andrea Holmberg, Burton Disner, Cindy Wilson, Claudia Barrett, Debbie Kamens, Diane Darby-Beach, Emily Merritt, Jatana Williams, Jean Soderberg, Jennifer Marsh, Jose Fernandez, LaVonna Connelly, Lois Kelly, Martin Dare, Mike Sullivan, Monica Esquer, Olga Stephens, Sara Parra, Stacey Penney, Sydel Howell, Vanessa VanLobensels, and Veva Arroyo.
- b. Reminders:
 - i. Promote collaboration and leave sales pitch at home
 - ii. Support all educational webinars
 - iii. Education committee meets first Friday of the month from 12pm-2pm at the Alzheimer's Association
- c. *Special thanks to Jose Fernandez for taking the minutes.*

2. Updates from Regional Caregiver Conference Sub-committees

- East County Conference – 7/17
 1. About 100 people registered
 2. Space is confirmed; although it will be tight with the space
 3. Mailer by AARP came out great!!
- Escondido Conference – 7/24
 1. 7 people currently registered
 2. Alzheimer's Assoc., SCRC, Elizabeth Hospice, and AIS are printing flyers
 3. Next planning meeting at First United Methodist Church on 7/15 at 9am
 4. Church is taking care of breakfast and lunch
 5. Agenda is complete and all speakers have been confirmed
- South Bay Conference (English) – 9/25
 1. Confirming topics and speakers
 2. Being held at Paradise Village in National City
 3. Next planning meeting: Paradise Village on 7/22 at 12pm
- Central Conference – 10/05
 1. Being held at First United Methodist Church in Mission Valley
 2. All speakers have been confirmed
 3. One person has registered
 4. Next meeting is being held at Live Well on 7/19 at 1:30pm
- South Bay and N. County Conferences – No Updates

3. Discuss Improvement Strategies for the Education Committee

- a. Communication:
 - i. We are currently facing a fabulous problem: a large number of people are interested in collaborating and participating in the educational opportunities provided through the Coalition.
 - ii. Alejandra has received several phone calls and emails from people who are upset with the decisions being made by the Education Committee- these individuals have all been told that the Educ. Committee is composed of a group who votes on all decisions affecting or related to the Educational goals and objectives of the Coalition. If someone has a concern, please bring it to the Education Committee or the Steering Committee for further discussion. –All decisions are included in the monthly minutes.
 - iii. There are several individuals within the Coalition with very strong personalities. These individuals have often times clashed with one another. We should all watch the way we speak to others.
 - iv. Our mission is to collaborate: we need to do so by using and modeling compassionate communication. We all need to work on improving our communication, especially in front of new Coalition members and caregivers.
- b. Participation in Conferences: Exhibitors, Speakers, and Respite
 - i. In order to be an exhibitor and/or speaker: you must be an active member of the Caregiver Coalition- this means that you must attend at least 6 of the 12 monthly meetings. We track attendance because it comes up and we have to set membership standards. There are no membership fees – therefore, we are all in it together.
 - ii. Alejandra and Joanne are currently working on developing policies and procedures for the Speaker’s Bureau. Once they have a draft version of this, it will be taken to the Education Committee and finally the Steering Committee for approval.
 - iii. If the planning committee is interested in a topic and/or speaker that is NOT part of the Caregiver Coalition’s Speaker’s Bureau, the Planning Committee must vote on this decision. The planning chair alone CAN NOT make this final decision.
 - iv. Respite – there will be a rotation with the agencies interested in providing this service in order to give everyone an opportunity to sponsor the Respite.
- c. Conference Planning Meetings
 - i. People have indicated a frustration with the number of meetings taking place. A “checks and balances” mechanism was introduced in order to reduce this frustration. A discussion took place, finding ways to improve it and a finalized version was approved. (If this doesn’t make sense, please call Alejandra Ceja-Aguilar for a detailed explanation.)

| A | (1 of B) | | (1 of C) = Exhibitor Table | | |
|---|--|-------------------------------------|--|---|------------------------------|
| A | B | | C | | |
| Those Who Indicate an Interest in Being a Part of the Event and Stay in Touch with the Planning Chair | Those Who Attend the First Meeting | Those Who Attend the Second Meeting | Those Who Make a Monetary or In-Kind Donation | Those Who Provide a Service: Before or Day of Event | Those Who Speak at the Event |
| | <i>In order to limit the number of “planning meetings,” there should only be 2 meetings per event. One of these must take place at the event site. All other communication should take place via emails.</i> | | <i>A representative from the agency interested in an exhibitor table, must provide some form of service and/or donation towards the event.</i> | | |

- d. Marketing and Promotion
 - i. It is everyone's responsibility to help with the marketing and promotion of Caregiver Coalition events by distributing flyers, posting events on website, and sending email blasts.
 - ii. Homecare Agencies can include flyers in caregiver's paychecks and client invoices.
 - iii. SCRC does a mailer by zip code to family caregivers
 - iv. Sharp.com will always be used for registration. Andrea Holmberg has been the contact person. She also posts on local newspapers.

4. Webinar Subcommittee Update

- a. Test run went well which was held at Gary Mary West Wellness Center, Volunteers feel comfortable with everything, people can sign up for webinar classes

5. Speakers Bureau Update

- a. Those present were able to review the draft version of the Speaker's Bureau. If you have any changes or recommendations, please send these to Alejandra.
- b. Alejandra and Joanne Price from corporate outreach are meeting to figure out all the details for the guidelines, policies, and procedures. We need to determine how and who gets added to our Bureau. All members of the Speaker's Bureau would be used for other workshops, conferences, support groups, etc.
- c. Email Alejandra any changes or updates to current list and she will take to the steering committee for review.

6. Caregiver Coalition's Monthly Happy Hour

- a. All members of the Caregiver Coalition are invited to attend our monthly Happy Hours, taking place the last Thursday of every month (same Thursday as our Caregiver Coalition general meetings)
- b. First one is going to be held at Elephant Bar in San Marcos on 7/29 at 5pm: 105 S Las Posas Rd, San Marcos, CA 92079
- c. Good time for everyone to get to know each other better – not a networking mixer
- d. Happy Hours will move around the county

7. Additional Items

- a. Claudia from the Alzheimer's Association created a BIG Caregiver Coalition sign for future conferences – the arrow is removable!!!
- b. The committee voted on no longer having co-chairs for planning committee- Motion passed. NO more Co-Chairs for Planning Committees- it's too difficult to plan and coordinate with two co-chairs involved.

8. Next Meeting – August 6, 2010 (12pm – 2pm) at the Alzheimer's Association