



## February 2024 BOD Meeting Minutes

6:01pm start.

Board members in attendance: Shelly Muche, Cindy Heise, Caitlin Lackey, Chanel Gillian, Katie Arnold, Carrie Sardina

### Shelly

- Overview of Agenda
- Reviewed OT day at the capitol 2024 (3/1/2024)
  - o 60+ attendees.
  - o Reviewed all of the talking points:
    - Credentialing Board
    - Prior Auth
    - Telehealth by out of state providers
    - Grants for fall prevention

### Katie –

Met with Welch group for Membership ideas

- Overall concern: WOTA needs a better way to outreach and contact practitioners.
  - o Idea 1: DSPS sells a list of information if practitioners say 'yes' to releasing information (\$30 or \$40 roughly to purchase list)
    - Some use a junk email, but still could potentially be decent number of contacts.
  - o Idea 2: Attend department meetings or corporate meetings 1:1 to explain WOTA membership/benefits, etc. to them.
    - Katie to create and send out a google document. WOTA Board members are expected to provide 1 OT contact information 1x/month (12 people a year per board member) for outreach.
    - Katie to start a powerpoint with talking points/information to share with others at these meetings.
    - Start brainstorming on how to recruit/connect with corporates.
  - o Idea: Emailing schools to reach out to current students and past graduates
  - o Idea: Attend SOTA meetings to attract students
    - Eventually will create a sign-up of meetings and board members can attend.
    - Katie work with Caitlin/Cindy on collaborating contact lists.
    - FVTC OTA cohort are available on Tuesdays – per Shelly
  - o Tabled Idea: Having a WOTA membership a requirement to OT license is a bill that would have to be passed via legislation and possibly credentialing board – rather focus first on current bills and movements first.
  - o Idea: Add a checkbox on renewal/registration form to confirm if practitioner is or is not currently a student. (This is to ensure renewals are being charged properly as many are still a 'student' paying a lower rate)
    - Jonas is going to check into this on registration form
  - o Apricot website can only hold 1,000 contacts.

- Members have to be kept in Apricot if they are a paying member.
- Use “MailChimp” on those who do not pay a membership, so we utilize more contacts on Apricot.
  - All on board for trying mail chimp and cutting back on Apricot for outreach
  - Shelly and Katie will contact Jonas to discuss changing apricot membership

### **Chanel**

- Met with Jonas to learn about WOTA website.
  - Going to possibly add a Minutes Tab on website but Sarah/Chanel will send link out to everyone so they can access minutes.
    - Shelly to get back to Chanel/Sarah on whether or not we have to publish minutes publicly.
  - Going to update Board of Directors website page
  - Going to share updated Board of Directors bios to Facebook
  - Going to update OT Day at the Capitol website page
  - Going to share OT Day at the Capitol testimonials to Facebook
- Was given access to Facebook page.

### **Shelly for Katelyn**

- Current offerings/upcoming offerings:
  - AOTA Code of Ethics/Standards of Practice
  - Leadership Development Series – Ginger and Kelly are facilitating
    - 4 people in management roles to take part in series.
- Annual Conference – are we doing it?
  - Where?
    - FVTC Appleton is free, so commonly takes place there.
    - Most # of members/practitioners are in Milwaukee area.
    - Carrie think about Milwaukee/Wauwatosa area
    - Virtual conference would be less logistics – just a thought
  - When?
    - Typically in October
    - Fridays are better attended than Saturdays

### **Carrie**

- Board members were emailed financial re-cap
- Goal: Try doing more reach out/area practitioner social meet-ups.

### **Cindy/Caitlin**

- Currently putting together list of WSOTA contacts
  - Katie to use these contacts in contact list

### **Goals for next time:**

- Add to contact list for Katie (1 contact/month/board member on doc)
- Put out feelers for 2024 OT Conference and form conference committee

Adjourn at 7:01. Next meeting: TBD