

WNPS South Sound Chapter Communication Policy

Effective Date:	xxx
Approved by SSC Board:	xx
Revised by the SSC Board:	xx
Applicability:	Information Released by SSC
Manager of Responsibility:	SSC Chair

Policy Statement

SSC shall communicate regularly via multiple means (website, social media, email, etc) with members and the community at large. The objectives of this communication will be to:

- Keep members and other interested parties informed of chapter and chapter-related activities and issues.
- Maximize participation in chapter events and chapter-related events.
- Increase awareness of SSC and other native plant activities and issues.
- Educate both members and non-members in native plant related areas.
- Increase the profile of the SSC.
- Advocate for public policy that promotes conservation of, and education about native plants.

Communications shall fall within the scope of the Washington Native Plant Society's mission:

"To promote the appreciation and conservation of Washington's native plants and their habitats through study, education, and advocacy"

Purpose

The purpose of this document is to ensure that:

- Written guidelines are available when SSC members have questions regarding communications to outside individuals and organizations.
- SSC members, particularly Board members, understand who may authorize the release of messages to the outside world and who is responsible for actually doing the release.
- Communication to members and non-members is quick.
- New Board members will have a written framework to help them better understand how SSC communicates to the outside world.
- A framework is available within which:
 - Enhancements to communication practices can be recorded.
 - Additional communication standards and guidelines can be provided.

Scope

This policy covers the approval and release information from the South Sound Chapter of the Washington Native Plant Society. This information can include such things as:

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- Our newsletter (“The Acorn”)
- Announcements
- Advertising
- Public statements
- Content of the SSC Website

Announcements and advertising typically announce an upcoming event or the availability of some product or service. Public statements define an SSC position on a particular issue. Guidelines for the newsletter and the website can be found in the SSC bylaws.

Definitions

Communication

Communication requires:

- A message source (e.g. SSC)
- A message (e.g. “There’s a meeting Tuesday)
- A message destination (e.g. all members)
- A message media (e.g. send an email)

As shown in Figure 1, somebody makes a communication request, somebody approves the communication, and somebody then sends or releases the communication.

Statement

A statement is a statement of position of the SSC Chapter in support of, or in opposition to, a **local issue**. This statement of position must be consistent with existing WNPS policies and public positions. SSC statements of position on regional, state, or national issues must adhere to the WNPS State “Policy on the Review of Public Statements on Behalf of the Washington Native Plant Society” and are not addressed in this SSC Communication Policy.

For the purposes of this policy, “Statement” and “Endorsement” are synonymous. For guidance on endorsements, see the WNPS State policy on “Conservation and Endorsement Activities.”

Endorsement

Refer to the definition of “Statement.” For the purpose of this policy, “Endorsement” is synonymous with “Statement.”

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Overview

As shown in Figure 1, a communication request can spring from anybody. For a message to be released by SSC, it must be approved by one of two people depending on the type of message to be released. If it has to do with the activities of a particular committee, that committee chair may authorize the release of the message. If it is a generic message, not directly related to the operations of an SSC committee, the Board chair must authorize the release of the message.

The actual release of a message is performed by the Web Manager for emails, U.S. Mail, and the SSC Website. The release of information to other media such as newspapers, Facebook, and Meetup and other social media is handled by the Publicity Chair.

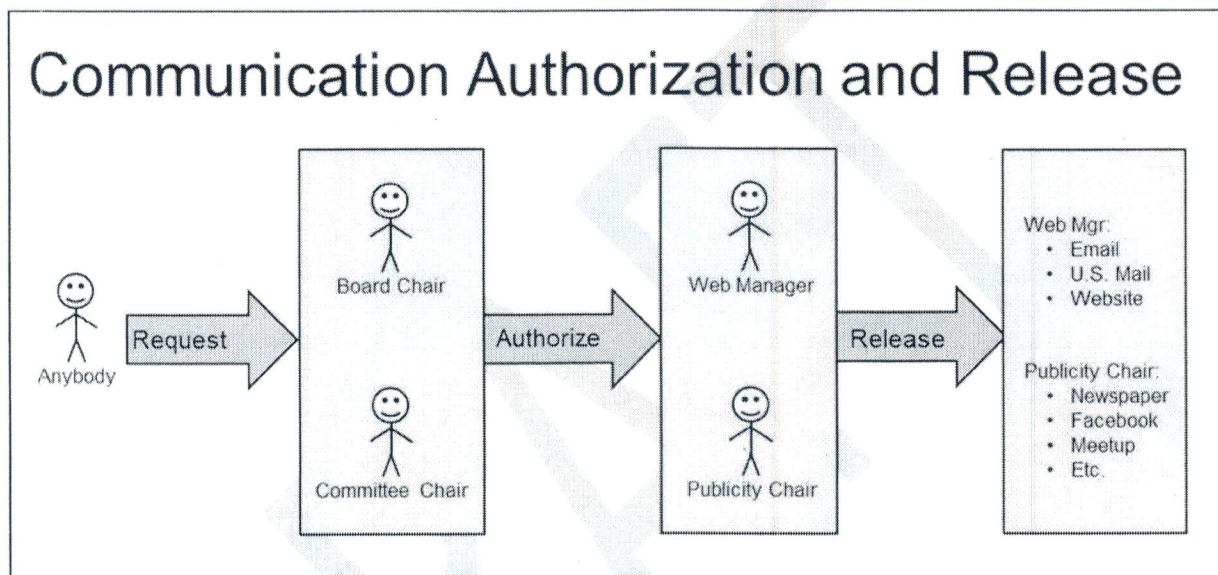


Figure 1: Overview of Authorization and Release

Responsibility/Authority

Any SSC member or member of the public can make a request to have a message placed on the SSC website or have a message distributed to one or more of the SSC mailing lists. Shown below are the responsibilities of various SSC members in regards to that message request.

SSC Board

The Board must review and approve all SSC public statements that declare the position of SSC Chapter in support of, or in opposition to a **local issue**. This statement of position must be consistent with existing WNPS policies and positions. See "Definitions for more information about statements.

Board Chair

The Board Chair shall be responsible for:

- Originating communication that deals with the general business of the chapter. In such cases this communication is simply sent to the Web Manager and/or Publicity Chair for release; no approval is required.

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- Approving communication requests that are generic and do not fall within the activities managed by a committee chair.
- Approving communication normally handled by a committee chair if that committee chair is not available in time to meet a critical deadline.
- Forwarding approved communications to the Web Manager and/or Publicity Chair for release.
- Notifying a requestor when their request has not been approved and providing them with a reason as to why.
- Signing public statements approved by the Board and forwarding them to the appropriate agency as well as the WNPS office.

Committee Chairs

Each committee chair is responsible for:

- Originating communication that deals with the activities of the committee. In such cases this communication is simply sent to the Web Manager and/or Publicity Chair for release; no approval is required.
- Approving communication requests that deal with the activities managed by their committee.
- Delegating approval authority to another committee member or the Board Chair when unable to approve committee-related communication in the required time.
- Forwarding approved communications to the Web Manager and/or Publicity Chair for release.
- Notifying a requestor when their request has not been approved and providing them with a reason as to why.

Publicity Chair

The Publicity Chair is responsible for releasing communications to newspapers or to social media. The Publicity Chair may also coordinate with other committee chairs as well as the WNPS state office to optimize communication across multiple platforms and multiple organizations. It is likely that the Publicity Chair will do the actual posting of the message on social media sites, but he or she may delegate that responsibility.

Web Manager

The Web Manager is responsible for:

- Releasing communication to members and non-members as requested by the Board Chair or by a committee chair. This communication will be in the form of email, U.S. Mail, or a posting on the SSC Website.
- Maintaining a list of all current SSC members as supplied by the WNPS office.
- Working with the SSC secretary to maintain a list of non-members who want to be on the SSC non-member mailing list.
- Working with Board members to help optimize the frequency of emails sent to individuals on SSC mailing lists.

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Note: It shall be SSC policy to send email to all individuals on the non-member list and to send U.S. Mail to only those members that specifically request it. By default, all new members will be sent messages via email.

SSC Secretary

Figure 2 shows how the SSC secretary fits into the communication process.

The SSC Secretary is responsible for:

- Providing and gathering signup sheets at chapter meetings and other special events.
- Providing updates to the Web Manager for the list of non-members who want to be on the SSC non-member mailing list.
- Capturing Board minutes and providing them to the Web Manager for publication on the SSC website.

Communication Process Flow

Figure 2 on the next page shows a detailed picture of how messages flow within the SSC Chapter.

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SSC Communication Flow

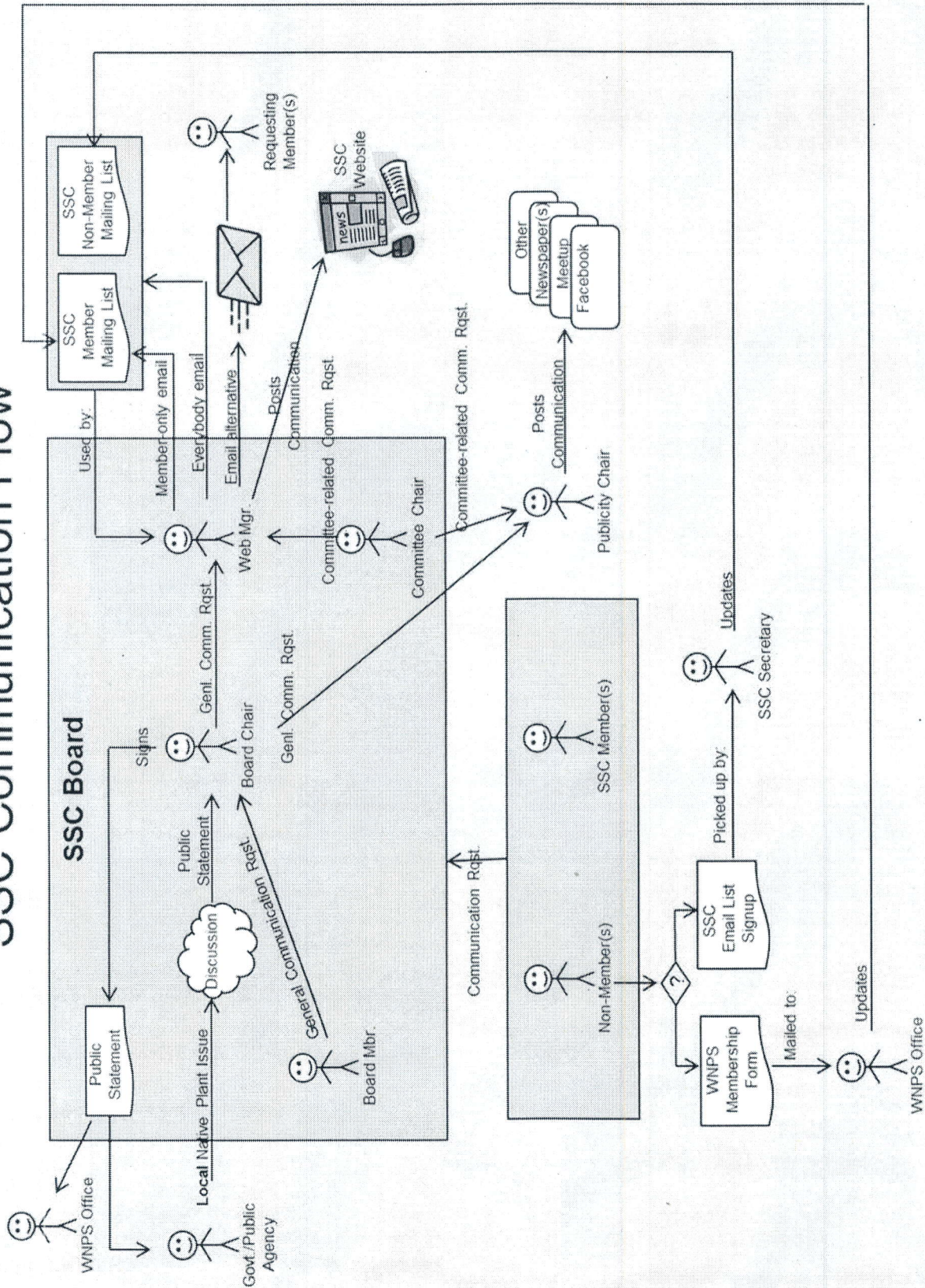


Figure 2: Communication Flow

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Other Guidelines

Publishing pictures of individuals

As long as the picture in question is taken in a public area where the individual has no reasonable expectation of privacy, then the picture may be published without the individual's approval. Field trips, events open to the public, and work parties would be considered public areas. If an event is sponsored by a youth camp, school, or similar youth organization, permission to publish the pictures should be obtained from the organization which normally will have a policy regarding pictures of youths.

DRAFT

Communications Policy Speaking Points

1. It is not going to answer every question
2. Yes, it does contain motherhood and apple pie – so what?
3. It does not have to be read by every one/anyone
4. It is not required reading of old/new Board members
5. It is a **written** resource, guideline, basis which can serve to answer questions when we have them or capture answers when significant
6. What's the harm in having it written down
7. May eliminate unnecessary email discussions when Board chair or committee chair wants to quickly get something in newsletter, website, or email.
8. That is the key – it provides **authority** to chairs
9. **Does not** preclude Board email discussions
10. Can serve to capture resolutions when new issues get resolved
11. Most recent example of policy issue – publishing pictures of individuals.
 - Suggest we look at guidelines posted many places on the web
 - New section added to policy to cover pictures.

Monthly Meeting Status Report 8/3/2014

Current Schedule

	Date	Day	Location	Speaker	Comments
1	09/10/14	Wed	Dupont	None	All members picnic – chapter provides meat and drinks. Members bring other goodies
2	10/08/14	Wed	Tacoma	Mark Turner	Trees and Shrubs of PNW
3	10/13/14	Mon	Olympia	Mark Turner	Trees and Shrubs of PNW
4	11/10/14	Mon	Olympia		
5	11/12/14	Wed	Tacoma		
6	12/08/14	Mon	Olympia	None	Christmas meeting – Potluck and informal member speak. May extend special invitation to Chris Earle to talk about his new books.
7	12/10/14	Wed	Tacoma	None	Christmas meeting – Potluck and informal member speak.
8	01/12/15	Mon	Olympia		
9	01/14/15	Wed	Tacoma		

Status:

Three invitations extended so far, awaiting reply

- Nathan Reynolds, Cowlitz Tribe ecologist
- David Nicandri, Author of "River of Promise"
- David Gordon, (The bug chef) Nature writer

Actions:

- Call individuals if no reply by 8/6
- Send out additional invitation(s) depending on responses
- Get writeups by 9/7, send to Bill and Lee
- Post picnic on Meetup

Sale planning meeting:

Sale time: 09 to 3:00 Coachhouse October 4, 2014

- I am attempting to streamline the sale, with only one or two suppliers with nice stock.
- Bill can provide labels, pricing, tablecloths, sale poster, sale permit
- Lee can provide cash register
- Jane E/Jane O/Cindy participate in sale and cashier
- I will pick up key from museum

Firetrail has a nice selection and can deliver October 3 for 60 dollars.

I basically suggest sending labels and asking Linda to label tag our plants (for an additional fee) so the plants can slide off and into their places. Only two folks would be needed then to setup.

Tasks:

- bring boxes for customer
- pick up key
- open coachhouse in time for delivery Friday p.m.
- set up tables
- install plants and signage
- cash register
- credit card machine
- road signage (John can we get this from you)
- marketing and advertising (I suggest a montain berry blitz focus)
- sale help (We need 5 more folks, maybe)

FAIR REPORT

- Fair runs from Friday, 9/5 thru Sunday, 9/21
- Picture taking for badges (John and Byrna): (9AM-3PM on Aug 4-16th and 8:30AM-4:30PM Aug 18th-29th.)
- Setup on Tuesday 9/2
 - ◊ Need help setting up – 2 people besides myself
 - ◊ Arrive by 8AM to miss the big backup
- Supporting activities and personnel:
- John: Display board and supporting materials (will bring on 9/4)
- Byrna: Flyers and Brochures – put in place on Thursday or Friday morning (9/4 or 9/5)
- John: Recruit volunteers and provide final list to Byrna
- John: Send out tickets and directions to volunteers
- Byrna: Send out email reminders to volunteers when their volunteer session is nearing
- Byrna (and assistant?): Visit daily(?) and replenish and straighten handouts
- Pierce County Conservation District: Water our plants

FREE TICKETS TO THE WASHINGTON STATE FAIR!

Volunteers are needed to work in our chapter's native plants display in the NW OUTDOORS building at the Washington State Fair (formerly known as the Puyallup Fair) in September. Volunteers will greet fair goers and assist with periodic maintenance of the displays. The fair runs from September 5th through September 21st. If this opportunity interests you, please email John Neorr at neorrj@yahoo.com and let him know when you would be able to help. **John will need your home address in order to ship you your ticket(s).**

DETAILS:

- Volunteers get FREE ticket to the fair, plus FREE parking on the day(s) that they volunteer to work.
- Volunteers are asked to work two-hour shifts.
- Shifts occur when the fair is open beginning on FRIDAY, SEPTEMBER 5 and ending on SUNDAY, SEPTEMBER 21.
- First shift starts at 11 am and the last shift starts at 3 pm.
- You can volunteer for multiple days and receive tickets for each day you volunteer.

NO SPECIAL EXPERTISE IS REQUIRED. Volunteers working the display area serve as ambassadors to our chapter and Washington Native Plant Society.

Grant Report for 8/3/2014

Financial Summary:

- 2014 Budget: \$2500.00
- Spent to date: \$ 730.06
- Outstanding Commitments: \$ 681.00
- Still Available for Grants: \$1088.96

Grant Application Summary:

- Grants awarded: 2 (Centralia College and Littlerock Elementary)
- Grant projects completed: 2 (Centralia College and Littlerock Elementary)
- Grants extended: 1 (Nisqually Reach Nature Center)
- Grant projects in work: 2 (Nisqually Reach Nature Center and South Sound High School)
- Grant apps pending: 1 (Evergreen College Ethnobotanical Garden)
- Status:** Awaiting more info from applicant
- Action:** John contact applicant
- Grant apps declined: 1 (MS Graduate study – Sweetgrass restoration)
- Grant queries: 3 (Two graduate studies, Ocean Shores Native Plant Garden)
- Action:** Cyndy follow-up with Ocean Shores Coastal Interpretative Ctr?
- Action:** John discuss/clarify SSC Grant Policy regarding awards for graduate studies
- Action:** John follow-up with graduate candidate who made query

Individual Project Reports

1) Nisqually Reach Nature Center

Nearshore vegetation brochures and demonstration garden plant labels

- Start: 4/15/2013 Scheduled Finish 9/1/2014
- Approved: \$450 Expended: \$0
- Status:
 - Extended finish data from 4/14/2014 to 9/1/2014
 - Brochure drafted, reviewed, and approved (by me)
 - Awaiting results from Nisqually Reach Nature Center (NRNC)
 - Action: John needs to contact NRNC

2) South Sound High School

Native Plant Garden Supporting Environmental Science and WA State History Classes

- Start: 7/13/2013 Scheduled Finish 7/13/2014
- Approved: \$500 Expended: \$269 Reimbursed \$250
- Status:
 - Garden has been planted
 - Have not visited garden
 - Had conversation with Jeremiah in April noting that funds remained, have not heard back
 - Action: Need to visit garden, wrap up or extend program
 - Note: Kevin Head can help (he works at the school, helps Jeremiah)

3) Centralia College Outdoor Club

China Creek Restoration for Kiser Natural Outdoor Learning Lab (KNOLL)

- Start: 3/1/2014 Finished: 3/15/2014
- Approved: \$490.56 Expended: \$490.56 Reimbursed \$490.56
- Status:
 - Project complete, plants procured and planted
 - John Neorr participated in plantings
 - Final report submitted and accepted
 - China Creek restoration and KNOLL are ongoing initiatives
 - Good opportunity for ongoing, cooperative activities
 - Action: John to remain in contact with focal point, Edward Riley

4) Littlerock Elementary

Field Trip to Glacial Heritage and Related Activities

- Start: 3/22/2014 Finished: 5/21/2014
- Approved: \$280 Expended: \$239.50 Reimbursed \$239.50
- Status:
 - Project complete
 - Field trip held, supporting materials (field guides & gloves) purchased, classes conducted
 - Final report submitted and accepted
 - Action: Would like to turn over this cooperative relationship to Education Committee for ongoing follow-up. (Grants would still come from the Grant committee).

General

- Would like to see links on grant page to specific final grant reports submitted by grantees.
- Would like feedback, discussion, clarification regarding grants for graduate studies

Education Committee Report
Aug 3, 3014

On May 14, 2014 Jane Ostericher and Frank Knight met in a follow up meeting with Science Specialists from Peninsula School District. We again showed them the educational resources available from WNPS website and the kit that we are in the process of developing.

We talked about collaborating on curricula that would involve field studies for elementary students that could be a partnership with high school classes such as Environmental science class at Peninsula High School. We also discussed the barriers and difficulties in implementing field study programs at elementary schools. Namely, School district budget and staff constraints, liability and site access issues and lack of manpower.

One of the teachers, Becky Pfifer agreed to be the contact person at the PSD to help Frank Knight develop further his Tree Project curriculum to align with state standards and be in practical form for use by schools.

One of the specialists, Sheryl Mills, retained a Paper copy of a field study lesson plan from the WNPS website that she was going to use in an upcoming class this spring at her Artondale Elementary Science classes.

The plan is for Jane Ostericher to contact the appropriate teacher at Peninsula High School to discuss possible partnership with WNPS and Purdy Elementary.

On July 26, Jane Ostericher and Cyndy Dillon presented a 2 hour program at the Pen Met Parks Eco Quest Camp at Sehmel Homestead Park where they presented information on native vs invasive plants and then led 20 students in hands-on restoration work of removing small evergreen blackberry starts at the Heritage Garden woodland.

The work of developing resource boxes for both elementary and secondary levels that will be available to educators to check out is continuing.

Respectfully submitted by,
Jane Ostericher
WNPS South Sound Education Committee Chair

Lee Fellenberg

From: Jane Ely <janefely@yahoo.com>
Sent: Saturday, August 02, 2014 1:15 PM
To: Cyndy Dillon; Bill Brookreson; John Neorr; Bonnie Blessing; Jane Ostericher; Byrna Klavano; Lee Fellenberg
Cc: Jane Ely
Subject: Budget Actuals for 2014 through 8/1/14

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SSC-WNPS, Red

Here is the Budget Actuals spreadsheet.

The discrepancy between this and the financial spreadsheet is the \$216.80 check which I wrote, then voided.

Please print it out, I am out of black ink, and not sure I'll be there.

Questions? Comments? Corrections?

Thanks, Jane

	YTD through 3/20/2014	Budget 2014	YTD through 12/31/2013
Income			
Chapter Rebates	546.00	\$1,200.00	\$980.00
Donations	0.00	\$300.00	\$505.00
Plant Sales	6405.00	\$10,000.00	\$11,669.00
Sales (Other)	50.00	\$600.00	\$470.00
Study Weekend	0.00	\$0.00	\$22,518.43
Misc Revenue	0.00	\$100.00	\$158.60
Total Revenue	7001.00	\$12,200.00	\$36,301.03
Expenses			
Education	1095.92	\$1,000.00	\$105.86
Field Trips	0.00	\$100.00	\$0.00
Gift Memberships	0.00	\$70.00	\$0.00
Grants	730.06	\$2,500.00	\$724.51
Marketing/Outreach	50.00	\$1,000.00	\$690.54
Newsletter/Website	0.00	\$600.00	\$826.69
Plant Sale	3781.83	\$6,500.00	\$6,947.25
Inventory (Other)	0.00	\$500.00	\$406.00
Chapter Programs	492.00	\$2,500.00	\$3,003.80
Restoration	0.00	\$50.00	\$0.00
Study Weekend	0.00	\$0.00	\$17,625.08
Misc Expenses	255.00	\$500.00	\$15.66
Total Expenses	6404.81	\$15,320.00	\$30,345.39
Surplus (Deficit)	596.19	\$3,120.00	\$5,955.64

South Sound Chapter Financial Transactions for 2014

Date	Activity	Deposit	Withdrawal	CB	Balance	Account Amt	Account	Type	Description
1/1/2014					\$18,101.74				
2/6/2014	Deposit	245.00		x	\$18,346.74	245.00	Chapter	I	3rd & 4th Qtr 2012 Membership
2/10/2014	Ck. 3275 Capitol Land Trust		50.00	x	\$18,296.74	50.00	Marketin	E	CLT breakfast donation
3/23/2014	Ck. 3276 John Neorr		50.00	x	\$18,246.74	50.00	Honorari	E	Susan McDougal
3/23/2014	Ck. 3277 Jane Ostericher		86.67	x	\$18,160.07	86.67	Education	E	Books, 20 copies
3/26/2014	Ck. 3278 Wa State Histor. Soc. (Ck. 3278 cont.)		365.00	x	\$17,795.07	240.00	Chapter Pr	E	Meeting Room rental
					\$17,795.07	125.00	Plant Sale	E	Plant sale room rental
3/26/2014	Ck. 3279 Jane Ostericher		49.95	x	\$17,745.12	49.95	Plant Sale	E	Zvents, publicity
4/15/2014	Ck. 3280 Dept. of Ag.		6.70	x	\$17,738.42	6.70	Plant Sale	E	plant sale permit
4/27/2014	Ck. 3281 Bill Brookreson		656.77	x	\$17,081.65	9.25	Education	E	Resource box book & other
	Ck. 3281 (cont.)				\$17,081.65	319.27	Plant Sale	E	Plants, supplies for sale
	Ck. 3281 (cont.)				\$17,081.65	102.00	Chapter Pr	E	Fall picnic rental & deposit
	Ck. 3281 (cont.)				\$17,081.65	226.25	Misc suppl	E	laster pot sticks
4/27/2014	Ck. 3282 Watershed Garden Wks		230.75	x	\$16,850.90	230.75	Plant Sale	E	Plants for spring sale
4/27/2014	Ck. 3283 Bill Brookreson		216.80	0	\$16,634.10		VOID		
4/28/2014	Ck. 3284 Univ. of Washington		1,000.00	x	\$15,634.10	1,000.00	Education	E	Herbarium work Flora project
4/28/2014	Ck. 3283 VOID	216.80		0	\$15,850.90		void check added		
4/29/2014	Ck. 3285 Nancy Moore		216.80	x	\$15,634.10	216.80	Plant Sale	E	Plants (Obelisk)
4/26/2014	Deposit Merchant Services	2,260.00		x	\$17,894.10	2,260.00	Plant Sales	I	Credit card sales
4/26/2014	Ck. 3286 Jane Ostericher		60.00	x	\$17,834.10	60.00	Plant Sale	E	Zvents, publicity
4/30/2014	Ck. 3287 Tyghe Andersen		1,101.10	x	\$16,733.00	1,101.10	Plant Sale	E	Plants for spring sale
4/25/2014	Ck. 1104 Storm Lk. Growers		1,135.25	x	\$15,597.75	1,135.25	Plant Sale	E	Plants for spring sale
4/28/2014	Deposit	4,105.00		x	\$19,702.75	300.00	Plant Sales	I	Return of cash advance
	Deposit 4/28 (cont.)				\$19,702.75	3,805.00	Plant Sales	I	Plant Sales Spring
4/25/2014	Withdrawal		300.00	x	\$19,402.75	300.00	Plant Sale	E	cash for Plant Sale
5/1/2014	Deposit	50.00		x	\$19,452.75	50.00	Sales (C	I	Calendar Sales
5/1/2014	Deposit	40.00		x	\$19,492.75	40.00	Plant Sales	I	Plant Sales Spring
5/2/2014	Merch. Serv. Fees		156.12	x	\$19,336.63	156.12	Plant Sale	E	Credit card fees
5/4/2014	Ck. 3288 Dennis Paulson		100.00	x	\$19,236.63	100.00	Chapter Pr	E	Honorarium
5/25/2014	Ck. 3289 Tammy VanderLugt		133.25	x	\$19,103.38	133.25	Grants	E	Littlerock Elem. Grant
6/4/2014	Ck. 3290 Tumwater Sch Dist		106.25	x	\$18,997.13	106.25	Grants	E	Littlerock Elem. Grant (bus)
6/4/2014	Deposit	301.00		x	\$19,298.13	301.00	Chapter Re	I	1st Qtr 2014 Membership
6/4/2014	Ck. 3291 Bonnie Blessing		78.89	x	\$19,219.24	78.89	Plant Sale	E	Copy, print, gas
6/4/2014	Ck. 3292 John Neorr		490.56	x	\$18,728.68	490.56	Grants	E	Centralia
6/2/2014	Merch. Serv. Fees		2.00	x	\$18,726.68	2.00	Plant Sale	E	Credit Card Fees
5/14/2014	Bank check order		28.75	x	\$18,697.93	28.75	Misc. Expe	E	New bank checks
Year to Date Totals:		7,217.80	6,621.61						
Current Bank Balance:		18,697.93							
Outstanding Checks:		0.00							
Actual Balance:		18,697.93							