

## iRise Wellness Board Meeting

Saturday April 16, 2022

**Zoom Link:** <https://auburn.zoom.us/j/87209735445>

### Check-in Question: Year of Yes

- Jan: Chapter 1: No
- Feb: Chapter 2: Maybe?
- Mar: Chapter 3: Umm, Yes...? & Chapter 4: Yes to the Sun
- April: Chapter 5: Yes to Speaking the Whole Truth
- May: Chapter 6: Yes to Surrendering the Mommy War
- June: Chapter 7: Yes to All Play and No Work
- July: Chapter 8: Yes to My Body
- Aug: Chapter 9: Yes to Joining the Club, Chapter 10: Yes to More Year of Yes
- Sep: Chapter 11: Yes to No, Yes to Difficult & Chapter 12: Yes to People
- Oct: Chapter 13: Yes to Dancing it out
- Nov: Chapter 14: Yes to Who I Am
- Dec: Chapter 15: Yes to Beautiful

### Mission

iRise Wellness seeks to promote holistic wellness for people of color through community engagement.

### Vision

The vision of iRise Wellness is to create a transformative experience through purpose

### Values are to embody the 5 E's:

- Education of others,
- Empowering people to challenge themselves,
- Encouraging self-expression
- Enhancing one's community
- Engaging creative practices through a healthy mind, body, and soul.

## Attendance

President- Present

Director -

Secretary -

Treasure - Present

Community Service- Present

Production - Present

## Discussions items

- Check in:
  - April Meeting we will review chapter 3-5
- Weekly Needs & Update from (LaTecia)
  - Once a week on Monday Evening
    - Running list from LaTecia or other committee members
    - Cross off tasks as you complete them
    - Make note of where uploaded documents are in the Drive
- Marketing & Communication (Debbie/LaTecia)
  - May Content
    - Edu Spotlight - Moving from twice to once month (Kamia can explain more in detail)
    - iRise Experience Takeaway - moving from text based social media post to a mini-video recap (video created by Devore)
    - Summer Goals: Each of us records ourselves talking about the "E's"
  - [Social Media Report - Jan to March 2022](#)
  - [Review Website](#)
    - HomePage - [Updated Header and Added Top Promo Banner](#)
    - Higher Ed Summit - [Eventbrite Event Registered Page Published](#)
- Higher Education Summit (Siobahn/LaTecia)
  - Summit page is ready and up
  - Eventbrite
  - We have one speaker already confirmed for summit
    - Need Contacts For: Knowing Your Rights on and Off Campus
    - Need Contacts For: How to Get Involved
    - Need Contacts For: Panel (TRIO/StudentActs/Outreach)

## ■ Need (Potential) Contacts For: Keynote Speakers

- We have now opened up the demographics to first and second
- Partnerships Events (Potential Summer Events)
  - 5k
    - Potential to sponsor participants and raise money
  - Basketball Camp
    - Partner with another nonprofit organization
  - Meet & Greet
    - With educators
- [Budget](#) (Toria to cover)
- The iRise Experience & Care Packages (LaTecia/Devore)
  - Devore's Notes
    - Music behind the interview along with intro music
      - Music in the beginning and end, unless noted
      - Set videos to premiere to increase intrigue
      - Looking to start each episode with an affirmation
    - Graphic for the beginning and ending/Logo
    - Small issue with some recycled video affecting the editing process (audio issues and size, cascading into an effect of 12+ our saving process)
      - [Potential Fix: Consider doing a 1-2 minute synopsis for all upcoming iRise Experience videos.](#)
  - Any suggestions?
    - Future Goals:
      - Create a Discord/Slack in the future - to create a higher education resource
      - Converting Videos to Audio to create a podcast version of iRise Experience
        - Aim for a September Roll-out
      - Looking into creating a timeline roll-out (Any specific dates in mind)
      - Affiliate marketing within our videos
      - Need to look into google/Meta ads for exposure to push videos put (cost basis)
      - Would like for members to come up with 10-15 affirmations connecting to iRise values
    - [Interview Email & Questions](#)
    - [Get videos to Devore 15 days ahead of when it is due](#)
  - Have recycled videos anything new please get to me as soon as you can

- Care Packages
  - Looking to create signage that is created by iRise Wellness
  - Calendar of affirmations
    - All board members: create 10-15 affirmations by August 2022
    - 365 days of affirmations created by us as a board
    - Stationery office items with logos that we can send out wholesale
    - Things that we can create with low overhead
- Community Partnerships (Kamia/Toria)
  - [Blog Topics 2022](#)
    - Once a month - On TRACK as of 4/16/22 (Published: Workplace Politics on 4/13)
    - <https://www.irisewellness.com/blog>
    - May: The Love Languages of Work: Getting to Know Colleagues (Kamia is working on this)
    - Toria and Kamia will now work out a schedule to write blog posts.
    - August: Celebrity blog post (Devore)
  - [Revised Guidelines for Partnerships](#)
    - Has yet to be notarized. Recently revised to attend to feedback from LaTecia
    - Original: [Guidelines for Partnerships](#)
  - April/May Newsletter (Toria and I are meeting to finalize everything this Wednesday. We anticipate sending it out at the end of the week).
    - Should we add care package details this round?
  - Grants
    - [Sparkplug Foundation](#) (upcoming)
      - Justice-oriented, community-centric work
      - Mid: \$10,000-15,000 average
      - Application Deadline: April 22, 2022
        - \*Letter of intent due this week. We will be working on that this Wednesday, too.
    - [Georgia's Own Foundation](#) (later in the year)
      - Small: up to \$5,000 (education/summit)
      - Applications accepted through December 31st; considered for an award early in the year

- Content: Originally, we discussed doing 2 educational news, and 2 teacher spotlights. I know there were discussions about possibly revising this after looking through social media analytics and what content was generating the most engagement.
- 2022 Business Retreat
  - Location - Charlotte NC
  - Date - TBD (Fall/Winter 2022?)
    - October 15, 2022 (tentative)
  - Lodging - President working on finding best location (e.g. Airbnb/lodge) for board members
- Volunteers
  - Jordan
  - Jayda
  - Aaron

## Events

- Higher Education Summit Nov 11-12
- Care Packages (Dates - TBA)
- iRise Experience 30 min with Q&A - **Revisit this schedule - need to be updated**
  - ~~1/4: LaTecia (Future of iRise)~~
  - ~~1/18: LaTecia~~
  - ~~2/1: Toria~~
  - ~~2/15: Recycle Video~~
  - ~~3/1: Debbie & Devore~~
  - ~~3/15: Recycle Video~~
  - ~~4/5: LaTecia~~
  - 4/19: Recycle Video
  - 5/3: LaTecia
  - 5/17: Recycle Video
  - 6/7: Debbie & Kamia
  - 6/21: Recycle Video
  - 7/5: LaTecia & Devore
  - 7/19: Recycle Video
  - 8/2: Debbie
  - 8/16: Recycle Video
  - 9/6: Kamia & Devore
  - 9/13: Recycle Video

- 10/4: Kamia
- 10/18: Recycle Video
- 11/1: Toria & Siobhan
- 11/15: Recycle Video
- 12/6: Toria
- 12/20: Closing New Year Video
  - 10 videos from last 2021 that need to be edited and reposted on youtube.

## **iRise Financial Update**

Current Balance as of 04/16/2022- **\$1,872.79**

## **Board Members Needs from the Team**

### **Director Report**

- President
- Director
- Secretary
- Treasure
  - [Business Cards](#)
    - Vistaprint (small amount; printed; maybe with QR code on the back) (Less than \$20)
    - Digital Individual/Collective Cards (Blinq; Doc card) (free)
  - [iRise Merchandise](#)
    - Black-owned companies?
  - [The Gathering Spot](#)
    - ATL, LA, DC locations (networking, \$300/month)
  - [Atlanta Black Chambers](#)
    - (\$500 year for business/2 people)
  - What do you need from me?
    - Marketing & Communications
    - The HE Summit
    - The iRise Experience
    - Community Partnerships
- Community Service
- Production

