

# iRise Wellness Board Meeting

**Date of the Meeting: August 21, 2021**

**Check-in Question:**

## **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 - Present

Secretary - Present

Treasure - Present

Community Service-

Intern -

9:00am-10:00am	Debrief (Strengths and Areas For Growth)
10:00am-11:00am	Focus Group
11:00am-12:00pm	Goals (S/M/L)

# Meeting Notes

## Debrief (Strengths and Areas for Growth) 9:30am-10:20am

- What we enjoyed about the event/projects
- Areas of improvement
- Things to development
- Or Remove it the event complete

## IG LIVE - Saturday Night Vibes Event

- Strengths: Viewers can get to know the guests
- Opportunities: Changing the date/time
- Weakness: Not a lot of live views
- Change the night or time - Possibly a Sunday - weekday - 7pm EST
- People aren't watching in real time
- Needs to be pre-recorded - same time - episodes
- Get feedback from people - people are paying less attention
- Repurpose the content - let's not archive
- Highlight black educators and have conversation
- Topic Areas: Need to be refocused - targeted to our community and audience
- Themes: What is our target audience is - will help
- Content is great - cross promotion on FB/IG - visit youtube to
- Youtube Channel - start uploading this here
- Episodes - pre recorded - batch video
- 1 weekend - one month - work on content - social
- Change the name of the series - has something branded (e.g. iRise)
- Using videos to blog - using a Intern - take notes and transcribe episodes - different learning- [https://www.pinterest.com/ugacareercenter/\\_created/](https://www.pinterest.com/ugacareercenter/_created/)
- Cross promotion - use the videos for Pinterest - personal development - have boards for trips, tips, and resources- target audience is a moms/women
- CONTENT PLAN: Once a month - 30-45 minute conversation with an expert - pre record 2 videos a month - upload to Youtube - cross promote on FB/IG
- Board Members Experts - talking with each others - sharing knowledge - gives credibility
- How do we pre-record? Use the ZOOM platform - other platforms? Have a iRise Branded Background

## THE GARDEN PROJECT

- Communication from the church was great
- Received great resources from Home Depot and Lowes (benefit - understand how to get corporate funding)
- No water line - it was rushed project
- Needed 6 months to plan, strategize and execute
- GOAL: One Service Project in the community a year - urban farming on a smaller scale

- IDEA: Give back in the area of food scarcity/basic food needs to stay healthy and not spending
- RECIPE BOOK: How we grew these plants (keep this digitally) and e-book recipes to make with food - do this annually and share online

## COLLEGE SUMMIT

- 2022 - work in there three phases (mentor/mentee, live event, check in)
- Connect with local school - list of students who want to participate
- FALL (MENTORSHIP) - start with mentors - topics area connect with month
- WINTER (LIVE EVENT) - Summit events
- SPRING (CHECK-IN)- follow up with mentors for applications, letters of recommendations
- Target High School Student - Students of Color - Junior/Senior Year
- Target Churches - build relationships with local churches to reach the youth
- FOLLOW UP: Connecting with corporations who hire people of color (e.g. INROADS)
- TARGET AUDIENCE: Board Members will connect with LOCAL SCHOOLS & CHURCHES - create a list of partners - every year we add more

## FOCUS GROUP 10:30am-10:55am

Who is iRise Wellness target audience?

People of color who want to target

Community of color (younger population transaction into life and more)

Our Mission - is it too broad? More targeted messages?

- Updating the mission statement - TBA

Race: Black/Latnix/Indesign

Social/Economic Background

Community Engagement: Provide access to those who do not have access to information and resources

Organizations - people of color - black - people who identify

People of Color - Black People - African African

Black Educators/Professionals

Social - lower to middle class Black community (30K-80K)

SUMMIT: Service Project serving black educators - a platform to give back

AGE: 25-35 (millennials) based on social media - mentors, service project

## TWO AUDIENCES

Who We Serve:

Who We Partner:

#### HOLISTIC WELLNESS - Focus Point - EDUCATION

- The 5 E's - how do we want to
- Changing the narrative of black educators and those they educate
- Teachers and higher education professionals
- Which part of wellness do we want to excel?

HOW TO TAKE CARE OF YOU - PERSONAL DEVELOPMENT, BODY/PHYSICAL, MENTAL

What have you gotten great as an adult

- Professional career development
- Mention and financial health

#### FINAL TAKEAWAY

Who is our target audience?

Black educators (25-35) changing the narrative taking of themselves personally and professionally

## GOALS (S/M/L) 10:55am-11:35am

Short Term Goals: 1-3 month

- Submit paperwork
- Making local connecting in ATL
- Filling board position
- Submit 501 3 paperwork
- Increasing following on social media

Mid term goals: 4-6 months

- Grant/Funding - eligible for grants, outsource grant writing funding
- Events - Finalize the annual events
- NATIONAL PRESS: Expand the brand - connect with black educators (ATL, CA, DC, AL)
- GOAL: Established network in ATL (short term) network in DMV/CA/MS (long term)
- Speaking engagements/workshops

Long term Goals: 7-12 months

- Profitable non-profit organization
- Passive income - monetize social media, merchandising, etc.
- Building Assets - more to come on this - TBD

1:00pm-2:00pm	Social Media & Marketing
2:00pm-3:00pm	Bylaws
3:00pm-4:00pm	Budget & Revenue
4:00pm-5:00pm	Service Project
5:00pm-6:00pm	Future Events