

## WISE Meeting Minutes

Feb 18, 2014; 9-12:30 pm; Rogers West Allis, Room A-B

**In attendance:** Faith Boersma, Liz Gebhardt, Barb Bigalke, Sue McKenzie, Suzette Urbashich, Julianne Carbin, Sally Raschick, Rachel Niemann, Janet McCord, Ed Erwin, Martina Gollin-Graves, Barbara Moser, Dawn Zak, William Parke-Sutherland, Peter Hoeffel, Eve Eiseman, Jenny Otto, Katie Pritchard, Hugh Davis, Lisa McLean, Mary Madden, Mark Flower, Mary Neubauer, Jeanette Arellano, Peg Du Bord, Debbie Rueber, Molly Fritz.

Phone: Kris Freudlich, Peggy Helmquist, Serge Blasberg, Deb Traeder, Nanci Schiman, Susan Sigl & intern

### 1. Welcome

- a. Introductions – How has the focus of WISE impacted your personal or professional life lately?
- b. Goals of meeting: report from Action Teams with discussion and decisions needed from the group to support further Action Team progress and to update our expertise.
- c. **Next meeting April 22<sup>nd</sup> 9-11am.**

### 2. Action Team Reports & Continuous Learning Activity

#### a. Marketing

- i. Logo
  - Proposed “WISE- Step forward for mental health – one story at a time” with green tennis shoe
  - Motion to vote on logo and table discussion of acronym and stigma
  - Suzette consulted with the legal team and checked out for trademarks. Green shoe should clear. WISE may not, but may have a better chance if other distinctions exist within the logo such as the word stigma.
  - Decision made to accept “**WISE**” with “**One Story at a Time**” under it, and to continue to develop logo with multiple visual options, such a microphone, green shoe, book, etc., as well as to make adjustments to the part that says “step forward for mental health”. Stand up? Stand out? Step forward? Eliminate?
- ii. Team proposed that when asked, we use WI Initiative for Stigma Elimination because it gives a more direct explanation of our work. We really want WiSE to stand alone without need for it to be an acronym.
- iii. Kick-off events include partnering with existing mental health walks, runs, etc. this spring, summer and fall. **Marquette requested WiSE assistance in doing green shoe stations with green duct tape. (sign up if interested in helping out during week of March 31-April 4)**
- iv. Update on text line -  
HOPELINE textline will be rolling out by county beginning with Calumet. Training to be a responder will be on March 15; targets include teens, deaf;
- v. Action items going forward -  
Marketing will reconvene on the logo and develop further options. Continue discussion about what other word elements to include in the name and logo beyond the already decided- one story at a time.

#### b. Portfolio

- i. WISE Basic presentations 2014
  1. Handout of past and future events
  2. ToT for WISE Basics - In development
  3. **Please contact Sue if you would like to observe or co-present as a step to being trained to do the presentations alone.**
  4. Rachel’s college & LGBT focus –
    - Beginning of partnership with Lawrence University for campus initiatives

- Presentations at other universities
- Meeting with Diverse&Resilient to discuss their Acceptance Journeys campaign and what we might be able to learn from them about community readiness assessment and approaches to addressing stigma and increasing inclusion
- ii. **HOP Training schedule and invitations -**
  - **First TOT will be April 30<sup>th</sup>, a ToT for use of HOP in peer specialist relationships will be May 1<sup>st</sup>**
  - **25 spots in each \$25 for ToT and \$15 for PS ToT**
  - **Contact Rachel to reserve a spot**
- iii. Action items going forward -
  - Develop log of arts resources
  - Develop training for WISE Basics
  - Keep filling out portfolio with trained speakers and resources
- c. Governance
  - i. Presented/discussion of membership & organizational structure models
    - Approved executive committee structure, with the change that 4 people on the executive committee have lived experience
    - Advisory Board Discussion –general consensus to define “loosely” with items to consider: parameters of voting, attendance, how to best achieve diversity, etc.
  - ii. Proposed Action items going forward-
    - Develop a plan/framework/definitions for the executive committee formation
    - Develop a proposal for the Advisory Board structure-define expectations, attendance, voting, etc.
    - Finalize proposal for the organizational chart
    - Consider logistics of membership payments in relation to fiscal year
- d. Continuous Learning
  - i. 3 areas of continuous learning – cultural sensitivity, learning more about stigma research, learning and growing in our group process and interactions
  - ii. Cultural Sensitivity – we will be learning with and from Milwaukee Cultural Intelligence efforts
  - iii. Annual Roundtable/ first one Arts Roundtable
  - iv. Research updates
    - Partners needed to assist Sue in summarizing research for use by WiSE partners and allies; Janet McCord & Peg DuBord volunteered
    - Scheduling a date for WISE whole group discussion & research update with Corrigan
  - v. Organizational Development -Today’s CL experience – How do you lead? The group did an activity to reflect on the diverse and needed leadership styles of each of us as visionaries, analysts, nurturers, and movers.
  - vi. Action items going forward
    - Discuss community readiness assessment w/ Diverse&Resilient
    - Upcoming events and arts organizations to be aware of:
      - Cornucopia, - Recovery-based drop in Arts Center
      - Bloom Therapies Saturday open studio 10-1, suggested \$5 donation
      - ILR – in LaCrosse
      - March 15 Creativity Heals – NAMI Milwaukee
      - Statewide NAMI Healing Arts Show
- e. Website
  - i. Report & discussion of website-need to identify strategic goals & target audiences
  - ii. Action items going forward -
    - Add law enforcement and first responders to target audiences

- WISE members are asked for suggestions of websites to examine & to provide feedback on three websites; send any suggestions/reactions you have for:  
[www.adaa.org](http://www.adaa.org) : layout, slideshow, drop tabs, widgets (include YouTube), references box page bottom  
[www.wasb.org](http://www.wasb.org): Audience tabs left vertical, including media, (clicks to “index card”), content tabs horizontal (though too many)  
[www.mcpap.org](http://www.mcpap.org): 3 column layout, Google search built in, Teams tab, drop tabs, with left side nav.

f. Evaluation

- i. Report from Impact Planning Council presented Logic model – will add as a strategy “organizational development” in logic model
- ii. More youth focus groups to occur – focus only on youth: rural, Native American, and LGBTQ
- iii. Corrigan has offered to do the analysis and reporting on our HOP program.
- iv. Action items going forward -
  - Send suggestions to Katie for logic model
  - work on focus groups

3. Legislative update

- a. Advancing the coordinator concept (with or without state funding); pared back legislative proposal according to advice received for this budget, will propose a larger budget for the next biennium.
- b. Action items:
  - i. Adding a fund development action team to address funding the coordinator model; **please contact Suzette if you are interested in this Action Team** (Martina confirmed).
  - ii. Suzette will forward to WISE members a letter of support for the legislative proposal to partially fund WiSE during this budget cycle. **Please send your endorsement to the Speaker’s Task Force members, Speaker Vos, Majority leader Fitzgerald and your own legislative representatives AS SOON AS POSSIBLE; email addresses will be provided with the letter draft.**

4. Other:

- a. Pledge update – Suzette will contact those whose pledges have not yet been received; make checks out to Rogers InHealth-noting it is for WISE. Goal is June 1st.
- b. Kids Matter Australia – See attachments from the agenda, RSVP to Sue.