



# USPS EDUCATIONAL FUND

## EDUCATIONAL FUND MINUTES

25 August 2021 Virtual Meeting

### Meeting of the Trustees of the Educational Fund – 25 August 2021 via Zoom

**Attendees:** Nigel Hargreaves, Chair; Dave Hinders; Lucille Horowitz; Les Johnson; Norm Pennington; Susan Darcy.

Discussion of June meeting minutes – re recommendation for 2022 Trustee – approved as distributed.

#### **Reports:**

Dave Hinders issued a written report prior to meeting, no discussion took place, and the report was accepted.

**Treasurers Report** – Susan Darcy, all grant payments have been made to date, the accountant's bill for preparing tax return has also been paid.

**Education Report** – Bill McManimen joined meeting; his reports had previously been circulated to Trustees so gave a summary.

“Where we stand with the Grants – timely, when we need it and not a slush fund. It looks like I violated that trust. A couple of Grants that have been around **Grant 232** – continuation of other Grants – online seminars – BOATUS – 2020 LMS and virtual classroom – plan was to put material online with additional offerings. Doing are own online seminars, Cost **8% 18 to 20%** use those Grant funds to develop our own LMS venture. Mistake in underestimating”

Total three platforms - 3500 titles – next year over 4000 and the following year over 5000 titles. Additional marketing and adding to the library – use the leftover \$15K – stand online platform spending ABC3 2100 of the 3500 titles. Use existing funds for LMS to make it stronger – or refile another Grant for it. Another \$10k (between \$24k or \$25K total).

Trustees discussed with Bill the Chapman Award and whether they should have more entrants, or categories to encourage entrants, as currently very few squadrons participate and the \$600 award for each of three educators is excessive and limited to the same few squadrons. Bill explained that the Chapman Award Committee make those decisions and could not advise on their policy.

**Grant 238 BOC** - Covid sad story – cancelled – would be used for Certifiers to go to another level – still would like to keep that. Not use it this year – (Note: They did have one Certifier use the monies). Not going to use it this year – but next year. Bill M left the meeting.

Elizabeth Schaeffer from Johnson Investment Counsel joined the meeting to update the Trustees on our financial investments.

Grant 245 – ABC Books \$124,880 1084 – 4460 books 70% of Squadrons have participated, 100 squadrons that still could. Few requests received after the Fall Governing Board. Possible 325 – 226 have placed orders. Survey – 2 or 3 people damaged books – didn't receive the books. Replacements were sent out by HQ. Consensus was that the grant was a win-win-win. The squadrons benefitted from the 20 free manuals plus shipping, National benefitted from the additional education material sales going into the General Fund and the Educational Fund received good PR.

Marketing – Shirley Heald joined meeting – Thanked Trustees for their support for Marketing. “The grant monies provided the means, to get assistance from Analytics to reach over 174k people, 50% came from the link to our site. Launch Nov. 2018 – July 2019 over 14K looked at our website – 50% coming from our digital ads. During the pandemic we have been able to use our online ads remained strong to contact our public. We kept our name out there with courses and Cyber membership”. During discussion, Shirley said that the ads brought in 650 Cyber members and that Marketing needs to be working more closely with Membership. The Value Bundles grant for \$28k originally was supposed to be available by end of May 2021, it's now proposed release date is September 2021. Shirley left the meeting.

Discussion took place re the open-ended nature of our grants, it was decided that waypoints need to be added to the grant request form and that in future ending dates be applied to grants going forward, the requestor can re-apply or request an extension if the program the grant was requested for is not completed.

A suggestion was made by Les Johnson that we need to make it known to squadrons considering dissolving that the Education Fund is a valuable destination for squadrons distributing remaining funds.

Nigel Hargreaves and Dave Hinders are completing their terms, chairman handed meeting over to Susan Darcy to conduct selection of new Trustees, after limited discussion Nigel was asked to stay on for a second term and the new Trustee coming on will be Lee Popham, subject to GB members approval.

Respectfully submitted

Susan Darcy  
Secretary/Treasurer