

Minutes Joint SOA Board members and SOA NTC Members

Sunday, 6 December 2020 11am West Coast time to 12:15pm via ZOOM

Present: Connie, Shin, MT, HF Ito, Jim, Chris, Nancy B, Brad, David, Mike S., and Rob G.

Absent: Sandra B, Herve, Byron, Bela

Overview of agenda:

1. Podcast
2. Soft Hand Curriculum
3. SNE updates
4. Update from ITEC
5. Discussion on priorities for SOA for 2021

I. Welcome and updates

David asks to add an update on the Podcast

II. Podcast -David F.

David reports the Podcast is coming soon. He has completed the recording of the first segment and Sarah is working on a YouTube platform as audio and could also be an audiobook or Podcast channel. After the textbook, David suggests there could be articles from SOA read, or other books such as "Cutting the Blue Sky" or interviews. Brad supported interviews of practitioners. He believes that then these people who spread the awareness of the podcast by promoting their friends and contacts to listen to the podcast. Rob G. suggests that Podcasts continue past COVID isolation times as a broad way to reach people.

Action step: Work with Jim, Rob K., Brad, or new person for promoting the podcast and distribution of the announcement.

III. Soft Hand curriculum – Lee S. and Nancy B.

Lee reporting teaching 5 classes to the SF Bay group on Sundays via ZOOM. She found the material was received well and the simplicity was favorable to the participants. Rob G. suggests broadening the reach by having an intermediary curriculum for a meditation workshop. Lee encourages others who might teach to keep notes on the process. Lee has a written script she uses and is available for others. Lee is now teaching her church group and is on week four with these 3 students. Their response is also positive. Lee S. also reflects that after doing Diamond 8 with MM, she believes Diamond 8 is important for instructors to practice to enhance their own self-care. Lee states Diamond 8 is important to nourish instructors so they can nourish their students. Lee also believes using ZOOM teaching and content can then move to adapt to in person classes.

Action step: Lee S. to share script with Nancy B

**Connie to share the video links of the 5 classes with the SOA board and SOA NTC
Nancy B. to teach 15 classes via her college to 16 or 17 students. This starts end of January.**

IV. SNE updates – Nancy B.

Nancy reports that Mary Coe Foran, Brad, Matt, Nancy, and Roger received their instructor diplomas on 25 October when they had classes with Matt. Everyone present today gave their congratulations to these 5 individuals who are now Shintaido Instructors.

Action step:

Jim to develop a Body Dialogue article or news article to announce these 5 receiving their instructor diplomas.

Jim discussed that Bruno has stepped down from posting articles to the SOA website in Body Dialogue and from doing MailChimp announcements.

Connie asked Brad to do this in the interim until Rob Kedoin determines if there is another possible volunteer from the SNE area.

Action step:

Brad to use ‘Beamer’ to email and do the MailChimp announcement on the Kaiser article.

Brad to announce the Pacshin Kangeiko also via Beamer to MailChimp.

V. Update from ITEC – Shin

Shin reports that the ITEC discussion on the proposal on Shodan and Nidan exam curriculum will be voted at the 12 December meeting. Shin reports that input from the prior SOA NTC and SOA Board meeting was shared. The proposal for the vote on 12 December is “No change in the authority (jurisdiction) of Shodan and Nidan exam curriculum”.

VI. Discussion on priorities for SOA for 2021 – All

A. **Branding initiative** – Nancy B. suggested this topic and to develop a roll out. David presented the Logo subcommittee is looking at a design contest as one way to energize the efforts on branding. Nancy suggests a webinar to have SOA members discuss the branding initiative. Lee volunteers to work with Nancy on the written announcement with a clear message. Lee and Nancy to suggest a date, currently to be after Feb 2021.

The current questions raised via the strategic plan are:

- 1) *Did you use the messages from the branding initiative?*
- 2) *Did these messages generate interest to attract new students?*
- 3) *Is reaching out to people who are healers and who are connected to the arts, work as an effective target population?*

Action steps:

Nancy and Lee S. to talk and write the purpose of the webinar

Nancy volunteers to send the announcement and send the ZOOM Link

To be determined: who will facilitate the discussion.

B. **SNE Kangeiko** – Nancy announces there will be a one-day event with two keiko. Date is not planned. Some SNE members will join with the Pacshin Kangeiko as the instructors are Margaret and Gianni.

C. Curriculum for ZOOM teaching on the SOA website – Lee S.

Lee suggested having a curriculum section on the website about teaching on ZOOM. Nancy B. contributed receiving about how to prepare physically for keiko after getting her instructor diploma and suggest this be available to others.

Next steps

Nancy B. to scan and share the 4-page document on preparing for keiko/giving gorei to the SOA Board and SOA NTC

Jim agrees to review materials, edit as needed and share with Rob K. to post to the SOA website.

Connie to send Jim materials received to date on teaching on ZOOM.

D. Social Media/Marketing administrative person – Jim

Jim presented the topic of a paid position for social media/marketing. He presented this idea as something that might be needed in coming months. David presented philosophically he agrees with having paid positions so that students can focus on practice and not be expected to contribute via volunteer efforts. Nancy B agrees with a paid person for Marketing. Lee S. presented on 3 structures of volunteer organizations: risk for hierarchy to exploit; people excited by jobs; or volunteers who do not get the job done. Lee spoke of hiring a manager/office manager and finds that a retired person might be good candidates. Chris also spoke to the need to have a hiring process of who does the hiring, who manages the person, the job description/expectations of performance, and the time/complexity of the job match the salary.

Next steps, SOA board to further the discussion and budget needs.

E. Templates – Brad

Brad suggested having instructor profiles and templates of photos and videos that instructors can use to promote classes.

F. Presence on Social media for beginners – Lee S.

Lee suggested SOA offer beginner classes via ZOOM. For example, a 30-minute ZOOM class that could combine an instructional video with instructor guidance.

G. Advisory Group – Connie

Connie asked group for thoughts on the Advisory group which in the past was 3 people, however currently there are not meetings with this group and no clear purpose for the members. Connie presented these people could be people who would “open doors” to other organizations and groups of people. The members of the advisory group would not have to be active students, however, be aware of Shintaido and how Shintaido can benefit/match other groups for example in world peace, arts, or healing. David remembered David Palmer offering to ‘help make Shintaido household word’. Discussion followed on ‘being ready to act’. Suggestions were modules to teach with groups of instructors who would be ready to teach this basic module. Jim opens for Shintaido to be ready for in person keiko. David spoke

of his instructional videos and the practice of hitori geiko. Lee spoke of the broad needs of students for options of either in person or ZOOM. Rob G. spoke of thinking of people as both future students AND an audience that watches our videos.

The group closed the meeting at 12:15pm West Coast time.
Future meetings to be scheduled.

Respectfully submitted by,
Connie Borden
6 December 2020