



COO Peer Network Meeting Summary
Wednesday, January 12, 2005
American Foundation for the Blind, New York, NY

Topics:

- 1) Peer Network Business
- 2) eBay Giving Works
- 3) Outcome Measurement
- 4) Demonstration on Website Accessibility
- 5) Agenda Items and Location of Next Meeting
- 6) Attendance

1) Peer Network Business

--Announcement of John Ratliff, Women in Community Service, as Vice Chair—he ran unopposed for the position.

--Elections for new Chair & Vice Chair will be held at the September 2005 meeting.

--YMCA of the USA will host next meeting during the first week of June at either its Chicago or DC office, depending on member preference.

--Suggestion of adding all members to peer network listserv—only a few are on the listserv now.

--Suggestion of a "buddy system" to recruit COOs to attend peer network meetings--active members recruit other COOs.

2) eBay Giving Works

Kristin Cunningham, eBay & Sean Milliken, MissionFish

eBay Giving Works is a dedicated program for charity listings.

Community Selling: an eBay seller lists an item and commits to donate 10%-100% of the final sale price to a certified nonprofit in the MissionFish directory.

--501(c)(3) organizations can become certified through an online application at <http://www.missionfish.org/register>

--free to join

--4,000 organizations are certified

Direct Selling: a nonprofit lists an item on eBay to raise funds.

--Set up a seller account on eBay at <http://www.ebay.com/register> and on

Mission Fish at <http://www.missionfish.org/register>

--Effective January 1, eBay will waive its fees and nonprofit will receive 100% of the sale price

--Nonprofit gets a homepage on MissionFish

To date, 34,000 items have been listed with \$3.3 million raised for nonprofits.

For more information, visit <http://givingworks.ebay.com>. A copy of the presentation is attached as a zip file.

3) Outcome Measurement

Chris Toppe, Points of Light Foundation

Comparison of outputs and outcomes:

--Outputs are immediate, usually counts of things (i.e. number of programs offered, people trained, meals served).

--Outcomes are long-term, usually measures of changes (i.e. literacy rate, teen pregnancy rate).

Questions to start evaluation process:

--Who is your audience?

--What is your distribution method?

--What do you want to happen with your results?

--What do you already have (i.e. baseline data)?

--Can you measure progress during and after the program?

--What can you reasonably do (i.e. interviews, focus groups, surveys, etc.)?

Suggestion of creating a core set of outcome measures for human service organizations—share with funders

--a way to be proactive and use measures that work for the work we do

For more information, see attached PowerPoint presentation.

4) Demonstration on Website Accessibility

Krista Earl, American Foundation for the Blind

Accessibility for three types of users:

--Blind people—need screen reader with sound card or Braille display

--Partially visually impaired—use screen magnification program; change size, color scheme

--Low vision—need larger type (i.e. older people)

Navigation links on top or side of page are read first by screen reader
--sites should include a "skip link" function so users don't have to hear the same links on every page and can go directly to page content

Frames on websites are troublesome for screen readers.

Important to label links--what you want link to say.

AFB does assessments for organizations for a fee.

For more information, contact Walt Decker at wdecker@afb.net

5) Agenda Items and Location of Next Meeting

Suggested topics:

- Collaboration among nonprofits or with for profits
- Recruitment of good Board members
- Set aside time on agenda for collaborative conversations
- Have different size organizations get together—small organization/large organization networking

YMCA of the USA will host next meeting during the first week of June at either its Chicago or DC office, depending on member preference.

6) Attendance

Bill Bentley, Points of Light Foundation
Sharon Brender, Youth Service America
Santa Brown, A Better Chance
David Carrier, National Human Services Assembly
Kristin Cunningham, eBay (presenter)
Walt Decker, American Foundation for the Blind
Krista Earl, American Foundation for the Blind (presenter)
Lorrie Henderson, KidsPeace
Marcia Kropf, Girls Inc.
Sean Milliken, MissionFish (presenter)
Marie Lynch, YMCA of the USA
Cynthia Smith, Vira Hong, Ruby Ward, Delaware's Promise
Chris Toppe, Points of Light Foundation (presenter)