



# Regional Handbook

## TABLE OF CONTENTS

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CHAPTER 1 — MSSA	
MSSA Background, Mission, Core Beliefs and Values, Purpose	3
CHAPTER 2 — REGIONAL CHAPTER RESPONSIBILITIES	
Composition	4
Operating Structure	5
Regional Delegates	6
Regional Membership Meetings	6
Reporting Regional Activities	7
Chapter Logo Usage	8
CHAPTER 3 — STATE SUPPORT	10
CHAPTER 4 — REGIONS COMMITTEE	11
CHAPTER 5 — ATTACHMENTS	
Regional Financial Statements	12
Regional/State Conference Financial Practices	14

# MSSA

Founded in 1893 as the Conference of Charities and Corrections, MSSA is one of the oldest and largest membership associations in Minnesota.

## Mission Statement

*Uniting diverse professions and passionate people through education and legislative advocacy to enrich lives.*

## Core Beliefs and Values

**Social Responsibility**— Every human is entitled to an acceptable quality and standard of living. It is our obligation to proactively facilitate critical conversation about human welfare.

**Equity**— Every human deserves access to services. We advocate for equitable treatment and fair allocation of community resources.

**Inclusion**— We cultivate and support a vibrant, engaged and truly diverse membership of health and human service professionals.

## Purpose

- We grow, develop and empower health and human service professionals through emerging and evidence based programs.
- We are a progressive issue leader, building collaborations between like-minded organizations to achieve common goals.
- Our policy work strives to ensure that all Minnesotan's have their basic needs met.
- A strong grassroots network can transform the lives of our members and improve the communities they serve.
- We operate with transparent leadership, governance and communication processes.
- Our strong professional staff works collaboratively with an active and engaged volunteer membership.
- We are passionate, genuine and we have empathy for one another. We trust, respect and support each other as professionals. We expect and assume positive intent in each person's actions.
- We are comfortable being uncomfortable because we know that dialogue is the path to solutions. We encourage open and respectful conversations in search of meaningful answers to eliminate institutional bias and discrimination.



# MSSA Regional Chapter Responsibilities

MSSA Regional Chapters ensure the needs of the membership are understood at the local level. Regional Chapters have great autonomy in shaping their region to meet local needs, while receiving support from the state MSSA office.

## Composition

MSSA is divided into thirteen regions across the state of Minnesota. The regions are made up as follows:

- Region 1: Kittson, Marshall, Norman, Pennington, Polk, Red Lake, Roseau
- Region 2: Beltrami, Clearwater, Hubbard, Lake of the Woods, Mahnommen
- Region 3: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis
- Region 4: Becker, Clay, Douglas, Grant, Ottertail, Pope, Stevens, Traverse, Wilkin
- Region 5: Cass, Crow Wing, Morrison, Todd, Wadena
- Region 6: Big Stone, Chippewa, Kandiyohi, Lac qui Parle, McLeod, Meeker, Renville, Swift, Yellow Medicine
- Region 7: Benton, Chisago, Isanti, Kanabec, Mille Lacs, Pine, Sherburne, Stearns, Wright
- Region 8: Cottonwood, Jackson, Lincoln, Lyon, Murray, Nobles, Pipestone, Redwood, Rock
- Region 9: Blue Earth, Brown, Faribault, Le Sueur, Martin, Nicollet, Sibley, Waseca, Watonwan
- Region 10: Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha, Winona
- Region 11: Anoka, Carver, Dakota, Scott, Washington
- Region 12: Hennepin
- Region 13: Ramsey

### Regional Membership

All current MSSA members located within the region make up the regional chapter membership.

# Operating Structure of Regional Boards

For the most part, Regional Chapters may organize their operating structure to best meet the needs of their local chapter.

## Regional Officers

The members of each region shall elect regional officers annually. Regional elections shall include, but not be limited to a Chair, Secretary/Treasurer. Regional officers must be active MSSA members.

- A. The **Regional Chair or Co-Chairs** shall conduct, at a minimum, one annual meeting of the regional membership, and is invited to represent the region on the statewide Regions Committee. If the Regional Chair chooses not to represent the region on this Committee, an alternate shall be appointed by the Chair. The Regional Chair also represents the Region as a Delegate.
- B. The **Regional Secretary/Treasurer** is responsible for recording the minutes of regional meetings and maintaining the financial records of the region as required in the Reporting Regional Activities section on page 8.

Regional Chapters of each region are encouraged and empowered to elect additional positions as they see fit. These may include:

- C. The regional **Legislative Chair** who facilitates the development, submission, discussion and selection of legislative resolution proposals from the region. The Legislative Chair is responsible for forwarding all approved proposals from the region to the state office for consideration at Delegate Assembly. The Legislative Chair is also invited to represent the regional chapter on the state Legislative Committee.
- D. The regional **Membership Chair** is responsible for the recruitment of new members and the retention of the existing members within the region. This position is encouraged to work closely with the state Director of Membership Services to incorporate these ideas into the Association's overall recruitment and retention strategy, and for state staff support to assist in these efforts. The Membership Chair is also invited to represent the regional chapter on the state Membership Committee.
- E. The regional **Awards Chair** is responsible for developing and executing a regional awards program as determined by the Regional Chapter. The Awards Chair is responsible to encourage nominations from the membership and to submit award winners to the state office for consideration at the state level. Award categories should include the following:
  - Adult Foster Care
  - Child Foster Care
  - Treatment Foster Care
  - Community Collaboration
  - Individual Distinguished Service
  - Morris Hursh
  - Retiree
  - Staff Achievement
  - Student
  - Volunteer

- F. The regional **Nominating Chair** is responsible for nominating candidates for regional officer positions, and is invited to represent the region on the state Nominating Committee.
- G. The regional **Conference Chair** is responsible for developing and conducting a regional conference and/or other training activities at the direction of the regional membership.

### **Regional Board**

The makeup of the Regional Board is at the discretion of each region, but should, at a minimum, include the regional officers identified above.

### **Regional Board Meetings**

Regional Board meetings may be held at the discretion of the Regional Chapter.

MSSA requests that state staff are invited to all Regional Chapter meetings to keep in line with association best practices, auditor recommendations and most importantly to keep the region and state office in communication with each other to enhance the membership experience.

## **Regional Delegates**

The members of each region shall annually elect regional delegates who shall serve as regional representatives to the Delegate Assembly.

### **Allocation of Delegates**

Each region is allocated two delegates, with an additional delegate allocated for every twenty (20) members in the Region. Official membership numbers are provided to the region from the state office in July of each year to assist with determining the number of eligible delegate slots.

For county agencies that have recently experienced a merger—If after the election of delegates, a former MSSA county agency member does not have a delegate allocated to them, the former county agency is allocated one (1) delegate. This special allocation of delegates is limited to a five year period after the county merger.

**Please note**— that regional chairs are delegates based on their position within the region and are not a part of the regional delegate count.

## **Regional Membership Meetings**

Each region is encouraged to conduct a minimum of one membership meeting per year. This allows regional chapters to participate in MSSA's legislative/public policy process as well as the awards process. Many regional chapters conduct an annual membership meeting as part of a fall conference, but this is not required.

Agenda items should include, but are not limited to:

- Election of regional officers and delegates (as specified above).
- Consideration and discussion of legislative resolution proposals.
- Award recognition program.

All official meetings of the Regional Chapters are governed by Robert's Rules of Order.

Minutes of the membership meetings should be submitted to the state office as soon as possible after the meeting.

## Reporting Regional Activities

It is the responsibility of the Regional Chapters to ensure the reporting of certain information to the state MSSA office, including:

- Results of regional officer elections.
- Results of the regional delegate elections.
- Legislative resolution proposals adopted by the region at the regional membership meeting.
- Registration rosters of all CEUable events.
- Contracts, the MSSA state office must be an additional signor on any contracts entered into by the Regions.

This information is due to the MSSA state office within two weeks.

It is the responsibility of the **Regional Treasurer** to report the following to ensure all financial reporting and audit requirements are met:

- Account signors—after regional elections occur, it is the responsibility of the past Treasurer to ensure their name is removed as a signor from the account and the new Treasurer has been added to the account. The Executive Director of MSSA must always be included as a signor. A list of signors should be submitted to the state office as soon as possible after elections, but certainly by the end of the year.
- Monthly financial statements—MSSA must receive a copy of monthly bank statements, per our auditing process. This can be via mail, email or online access to the banking information.
- An Annual Report of Financial Activities must be submitted by February 15 of each year. This form is available online in the Regional Toolkit\*.
- Occasionally during MSSA's annual audit, the auditor may have a question for an individual region. Please respond to any inquiries of this nature as soon as possible to ensure the auditing process goes smoothly.

As it relates to regional finances, please keep the following in mind:

- As a non-profit entity, regions should not be required to pay monthly bank fees.
- For regions who collect donations, a donation recipient can be provided.

Both of these issues can be resolved utilizing MSSA's tax exempt information, please contact the state MSSA office for more information.

# Chapter Logo Usage

## **MSSA Regional Chapter Logos**

MSSA Chapter logos were created as the chief means by which MSSA Chapters can identify and associate themselves with Minnesota Social Service Association, therefore guidelines are essential in keeping brand integrity. The Chapter logo must be displayed on all letterhead, newsletters and other publications, announcements or collateral. As it is the Association's responsibility to maintain the MSSA brand, Chapters should adhere to the guidelines in this manual.

## **Chapter Logo Elements**

The MSSA chapter logo consists of:

- Chapter Name: The name of the specific MSSA regional chapter.
- Symbol: This dynamic life-like symbol represents the three branches of active services that MSSA provides to its membership: Professional Development, Public Policy and Member Services.
- Lettermark: The initials MSSA. Not simply four letters, but a custom-designed graphic element.
- Association Name: Minnesota Social Service Association

## **Chapter Logo Size Requirements**

The chapter logo should be as visible and readable as possible whenever it is used, but NEVER smaller than its minimum size. Minimum size refers to the smallest dimensions allowed for logo versions. It is stated as a minimum width. Minimum sizes for the chapter logo are: 2.75 (2-3/4) inches wide (70 mm).

## **Chapter Logo Colors**

The red-orange color in the Symbol symbolizes our vibrant membership community, a vital aspect of MSSA's brand personality. For the Chapter logo, the color used in the symbol are the same as used in the Association logo. The spot color recommended is the red-orange color PMS 1665C (coated).

## **Clear Space**

Clear space is the minimum "breathing room" maintained around the logo. It should be kept free of graphics, text and other marks. It also defines the minimum distance from the logo to the edge of a printed piece. The minimum required clear space is equal to 1/2 the diameter of the Symbol in the logo.

## **Unacceptable Chapter Logo Renderings**

- Do not remove any elements of the chapter logo.
- Do not outline the chapter logo.
- Do not alter the arrangement of the logo elements.
- Do not redraw any element of the logo.
- Do not add any elements to the logo.
- Do not crop the logo in any way.
- Blurry or pixelated logos are not permitted. Contact the main office for a higher resolution file.

## **Additional Design Issues**

### **Symbol as a Design Element**

The symbol may be used as a large background element for certain design layouts. The symbol may be used by itself as a design element, but within these parameters:

- The symbol must be no smaller than 2 inches in diameter.

- The symbol full chapter logo must appear in the design.
- The symbol may not be used as a bullet point or similar small design element.

### **Chapter Property Design**

Chapters may not use the logo or any part of the logo to build new logos for regional conferences, etc. However, they may use "MSSA" or "Minnesota Social Service Association" in the title of the conference. Contact Lisa Johnson for assistance in building a custom conference logo or header.

### **Separation of Association Name from Logo**

It is permitted to separate "Minnesota Social Service Association" from the Chapter Logo on internal pages of a publication or document. What this means is that both the symbol, MSSA and Chapter Name can be used together as one graphic, independent of the Association Name. Likewise, the Association Name can be used as a design element. This is only permissible on inside pages, as the cover must display the Chapter Logo in its entirety.

### **Electronic Use for Chapter Logos**

When using the Chapter Logo in electronic formats such as Web sites, Web banners, e-mails or PowerPoint presentations, only the following guideline must be followed: The Symbol cannot be less than 60 pixels in diameter.

There are some instances, such as Web banners, where there is limited space to work with, and the chapter logo must be smaller than normally allowed. In this case, it is permitted to take off the Association Name.

### **Logo Format**

Chapter logos may be provided in other formats upon request. If you need a logo that is all in black, reversed (white on black), smaller, larger, or higher resolution, please contact Lisa Johnson for assistance.

### **Logo Assistance**

If there are ever any design-related questions regarding Chapter publications, marketing or communication vehicles that carry visuals, please feel free to contact Lisa Johnson at 651-789-4331 or [ljohnson@mnssa.org](mailto:ljohnson@mnssa.org) for assistance.

### **Logo Example**





## State Support

The state is available to assist Regional Chapters in a variety of ways.

### **Programming**

From providing a list of speakers with evaluation information, to asking and securing the speaker, to ensuring CEUs are available, state MSSA staff are available to assist regional chapters in programming for their conference.

### **Marketing**

From website updates to brochures MSSA can assist in the development of marketing materials needed for conference promotion. Regions are responsible for any costs associated with these marketing efforts. Communications—MSSA's membership database is consistently updated and therefore has the most recent membership information. Please utilize this database for communicating with your members to ensure MSSA is reaching all paid members.

### **Registration**

MSSA can set up online registration with options to pay online or receive an invoice. Utilizing this system can give you instant reports as to membership registration information as well as provide you with nametags.

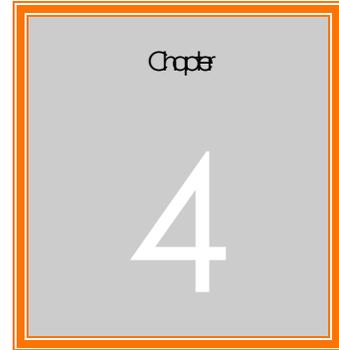
### **Membership Dues**

MSSA passes along a portion of the dues revenue to the Regional Chapters. Based on regional membership numbers as of July 1 a check is issued to each regional at .50 per member.

### **...And More**

MSSA has a number of resources and is willing to share them with Regional Chapters. If there is some manner in which a Regional Chapter would like additional assistance, please be in contact with the state office.

**Please note**—the state MSSA office assists many regions throughout the year, but especially during the months of August through October. As much notice as possible is appreciated during these busy times to ensure we can provide you with high quality support.



## Regions Committee

The purpose of the state Region Committee is to provide support and assistance to regional chapters and assure that the Delegate Assembly and Board of Directors are made aware of regional concerns.

### **Composition**

The Chair of the Committee is elected by the membership and serves on the Board of Directors. Regional Chairs and those interested in regional efforts are invited to participate in the Committee.

# Attachments

## Regional Financial Statement

REGION:	<input type="checkbox"/>	YEAR ENDING DECEMBER 31,	_____
A.	Ending balance of checking and savings for previous year	\$	_____
B.	Beginning balance of checking and savings current year	\$	_____

NOTE: Line A must agree with Line B

### Income:

Fall conference Income	\$	_____	
Interest income	\$	_____	
MSSA transfer income	\$	_____	
Other income _____	\$	_____	
TOTAL INCOME	\$	_____	+ \$ _____

### Expenses:

Conference expenses	\$	_____	
Bank expenses	\$	_____	
MSSA transfer expenses	\$	_____	
Other expenses _____	\$	_____	
TOTAL EXPENSES	\$	_____	- \$ _____

(1) Ending Balance of Cash and Investments = \$ \_\_\_\_\_

### Composition of Cash and Investments

Cash on hand	\$	_____	
Cash in checking	\$	_____	
Cash in savings	\$	_____	
Certificate of Deposit & other savings	\$	_____	
(2) Ending Balance of Checking and Savings	\$	_____	

NOTE: Line (1) must agree with Line (2)

Regional Financial Statement

Page Two

Unpaid Bills as of December 31

Date of Bill	To Whom Owed	Description of Expense	Amount
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

With this report include copies of the year-end bank statements from all accounts (i.e. checking, savings and certificates of deposit) if MSSA does not already have them on file.

I hereby state that this is a complete and accurate statement of the financial activities of Region of the Minnesota Social Service Association for the year ending December 31.

***Please list the current account signors on all regional accounts.***

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

***Please send in all end of the year account statements with this form***

# Region/State Conference Financial Practices

## **Northwest District Conference (Regions 1, 2, 4 and 5)**

The MSSA state office includes the Northwest District Conference as a line item within their annual budget. Any revenues or losses are the sole responsibility of the state office. The state office works closely with Region 4 to determine location and programming to ensure regional needs are met. At this time Region 1, 2 and 5 do not assist with planning this event.

## **Region 3**

At this time, region three does not host any regional events.

## **Region 6/8**

Regions 6 and 8 work collaboratively to host a fall conference in southwest Minnesota. These regions are responsible for all aspects of event planning. MSSA staff participate in regional meetings to assist with some marketing tasks.

## **Region 7**

Region 7 hosts a fall conference each year and is responsible for all aspects of event planning. MSSA staff participate in regional meetings to assist with some marketing tasks.

## **Region 9**

Region 9 hosts a summer and fall conference each year. The MSSA state office is responsible for marketing and registration of this event. Region 9 pays the state office the bank card fees per registration.

## **Region 10**

Region 10 does not host a fall conference at this time.

## **Metro District Conference (Regions 10, 11 and 12)**

Regions 10, 11 and 12 work together with the state office to plan the metro district conference. The state office does the registrations, organizes the speakers and markets the events. Regional members determine programming, contact speakers and assist with conference set up and take down. Revenues are split 50/50 between the state and regions, the regional proceeds are then divided into thirds equally between the regions.