

# 2019

# 2020

## MEMBER HANDBOOK



NICU PARENT NETWORK

# Letter from the Executive Director



Keira Sorrells

Dear NICU Parent Network Members,

Welcome to the NICU Parent Network! We are delighted you have invested in your pursuit of excellence as a leader in Maternal Infant Health and as a NICU Parent Professional. No other US-based organization exists that is comprised solely of NICU Support Organizations that are led by graduate NICU parents.

*We ARE the NICU parent voice.*

What good will come from making that statement if not backed up with our values, the way we work with others within our network, and represent ourselves with colleagues, industry, and Maternal Infant Health stakeholders? For that reason, we have prepared this handbook to ensure you know every detail about how we operate, the importance we place on hearing your voice, and the level of commitment we have to building this profession that has not formally existed in the past.

Please remember, while we have a governance structure steering our organization, we designed this network for you and your organization. You will get out of your membership what you put into it.

Members who remain actively engaged on committees, workgroups, online and at events will glean the wisdom, relationships, and resources they are seeking. As one longtime member recently stated:

**“When I first joined I was new to Maternal Infant Health in a professional capacity. I wasn’t quite sure where I fit. Because this organization, the leadership, and the members are so inspiring, and accepting, I was able to find my path. I did not even realize there were so many paths that could be followed in this community until I became a member.”**

~ Jennifer Degl

**Speaking for Moms & Babies, Inc.**

The NICU Parent Network exists to:

- *represent* the needs and best interests of NICU families
- *educate* emerging and established NICU Parent Professionals
- *elevate* the voice of the NICU parent

We achieve our mission through our Principles of Effective Membership which highlights a commitment to:

- *collaboration*
- *integrity*
- *quality*

Thank you for being a valued and valuable part of our organization. We look forward to watching you grow alongside us.

Warmly,

A handwritten signature in black ink that reads "Keira Sorrells". The signature is fluid and cursive, with a large, sweeping flourish at the end.

**Keira Sorrells**  
Founder & Executive Director  
NICU Parent Network

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# Contact Information

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## Need Help Navigating Your Membership?

For most questions, contact your Member Host  
For website, social media or newsletter: Cortney Maury [cortney@frontporchfodder.com](mailto:cortney@frontporchfodder.com)  
For committee or admin issues: Bonnie Berglund [connect@nicuparentnetwork.org](mailto:connect@nicuparentnetwork.org)

## Statement of Non-Discrimination

NICU Parent Network does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all members, partners, volunteers, subcontractors, vendors, affiliates and sponsors.

*NICU Parent Network, INC is a 501(c)3 public nonprofit. Contributions are tax deductible under Section 170 of the Internal Revenue Code, federal identification number 32-0255786.*

# Our Structure

## Board of Directors

The Board of Directors supports the work of NPN and provides mission - based leadership and strategic governance.

## Executive Director

The Executive Director is responsible for overseeing the administration, programs and strategic plan of NPN and ensuring the core values of NPN are maintained and promoted.

## Operations Team

The Operations Team handles daily administrative, communications, marketing and financial duties.

## Committee Chairs

Committee Chairs ensure the purpose and initiatives for each committee are carried out.

*"I can do things you cannot, you can do things I cannot; Together we can do great things."  
- Mother Teresa*

Member Engagement

Finance & Strategy

Standards & Review

Summit Program Planning

Partnerships & Collaborations

# Our Mission

The NICU Parent Network (NPN) is a collaborative of NICU Support Organizations led by NICU Parent Professionals. NPN provides a platform for these leaders to come together as a collective voice representing the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education and family support.

## Our Purpose



**REPRESENT**  
Best Interests of Families

The NPN represents the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.



**EDUCATE**  
Emerging and Established NICU Parent Professionals

Educate emerging and established parent professionals about the urgent needs, concerns, and policies affecting parents with a critically ill baby in the Neonatal Intensive Care Unit.



**ELEVATE**  
Our Collective Voice

The NPN provides a platform to bring the collective voice of NICU families to the forefront.

## Board of Directors

- Kristy Love, President \_\_\_\_\_ National Perinatal Association
- Gigi Khonyongwa-Fernandez, Vice President \_\_\_\_\_ Families Blossoming
- Audrey Cohen, Treasurer \_\_\_\_\_ Goldman Sachs
- Lisa Grubbs, Secretary \_\_\_\_\_ NICU Helping Hands
- Jennifer Degl \_\_\_\_\_ Speaking for Moms & Babies
- Kelli Kelley \_\_\_\_\_ Hand to Hold
- Tracy Pella \_\_\_\_\_ Connected Forever
- Bob Selby \_\_\_\_\_ Holding Tiny Hands
- Erin Whaley \_\_\_\_\_ Troutman Sanders

# Membership Levels



## NICU Support Organization

This membership level is available to 501(c)3 organizations, small businesses, and hospital-based support groups led by graduate NICU parents who offer support and resources to families with children in the NICU. Published book authors and individual advocates who are graduate NICU parents providing support, resources and education through their work also qualify for this level of membership.

<\$50,000 Annual Operating Budget	\$50,000 - \$149,000 Annual Operating Budget	>\$150,000 Annual Operating Budget
\$ 150 /year	\$ 200 /year	\$ 250 /year



## NICU Parent Insider

This membership level is for Individuals and is available for any graduate NICU parent/caregiver who wishes to stay informed about the latest in neonatal health and NICU family support, resources, and education.

Our network of graduate NICU parents is a vital resource for those who are navigating the world of premature birth, the providers caring for families, and industry partners creating innovative solutions and therapies that are saving the lives of babies daily. This unique membership level is the **ONLY** one offered to individuals.

Annual Dues: \$25

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

- Margaret Mead

# Supporters and Affiliates



## Professional Affiliate Circle

The Professional Affiliate Circle is a group level open to clinics, physician practices, provider associations, and small business.

Professional Affiliates must be involved with the NICU parent community through existing partnerships, projects, events, and their mission must align with that of the NPN in regard to family integrated care.

Annual Dues: \$450



## Industry Collective

Industry Collective participants are engaged in a year-long relationship with NICU Parent Network who are entirely devoted to improving support, education, and resources for families with an infant in the NICU.

Everyone in Maternal Infant Health has an equal and welcome seat at the table because we are all approaching the same ultimate goal by way of our own unique strategies.

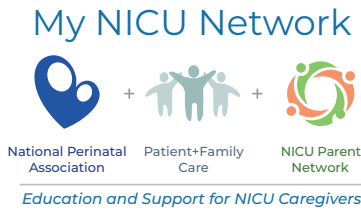
Multiple Levels Available

Contact: [connect@nicuparentnetwork.org](mailto:connect@nicuparentnetwork.org)

# Membership Dues

Dues for NICU Support Organization members and Professional Affiliate Circle Participants can be paid in full or in installments over a four-month period and will be automatically billed to the credit card provided. Payments by check may only be made for the full amount of the membership dues.

# Collaborative Relationships



## My NICU Network

In partnership with Patient+Family Care and the National Perinatal Association - created an online NICU staff education CE course focused on delivering psychosocial support to NICU families.



## International Neonatal Consortium

NPN serves on the Coordinating Committee and various work-groups within the consortium.



## National Coalition for Infant Health

NPN serves on the National Coalition for Infant Health Steering Committee.



## Webinar Series

### National Perinatal Association

NPN/FAN webinar series - ongoing project to co-produce webinar series on topics of interest to NICU providers, parents and advocates.



## European Foundation for the Care of Newborn Infants

NPN is a collaboration partner and was represented at the European Foundation for the Care of Newborn Infants (EFCNI) annual meeting.

"Advocates can help fill gaps left by the existing ethical and regulatory framework and supply personal knowledge often missing from standard ethics analysis"

- Rebecca Dresser, J.D., When Science Offers Salvation

# Principles of Effective Membership

The NICU Parent Network is a network of NICU family support organizations. Though we all have individual ideas, philosophies, and personalities, we are united by our mission to offer support to each other, develop our network, and build relationships. Our mission is to provide a collaborative platform to represent the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.

The NICU Parent Network exists to be a resource, a mentor, a channel of information, a collective voice, and an advocate for those who support NICU parents. We collect ideas and information, develop best practices, and share information as we support NICU parents. All groups with an active membership have a voice and a vote. Your ideas and opinions are valued, respected, and considered.

*The following principles are guidelines for becoming a productive member presented in three parts;*

1. SELF – how actions reflect values
2. OTHERS – relationships within the network
3. COMMUNITY – publicly presenting NPN's message

## 1. Self

**Integrity** – We are honest, moral, and accountable for ourselves and our organizations.

**Kindness** – We are friendly, generous, considerate, and concerned for the well-being of others.

**Mindfulness** – We are aware of others' thoughts, emotions, and experiences; we are open to new ideas and opinions.

**Acknowledgment** – We give credit where credit is due. We adhere to copyright and proprietary rights when disseminating information.

## 2. Others

**Collaboration** – We embrace working with others and do so in an environment of mutual trust, recognition, shared decision-making, and openness.

**Support** – We provide encouragement, hope, reinforcement, and inspire fellow members to become stronger and more confident.

**Compassion** – We are aware of people's feelings, tolerant, and forgiving.

**Respect** – We admire others for their abilities, qualities, and achievements. The value, integrity, dignity, individual beliefs, and human rights of all will be respected without regard to their ethnicity, gender, socioeconomic status, or sexual orientation.

## 3. Community

**Credibility** – We are competent, confident, professional, and highly knowledgeable public advocates for NPN.

**Quality** – We project a superior standard of insight and enlightenment on topics related to Maternal Infant Health.

**Reliability** – We are a dependable, consistent resource projecting the message of advocacy for NICU families.

**Loyalty** – We will not represent any position as being that of The NICU Parent Network unless the members and its Board of Directors have approved.

# Membership Benefits

## Network News

All members receive the NPN Network News newsletter. Monthly reminders are sent to NICU Support Organization members to submit announcements, events, and accomplishments to share via the NPN social media channels and the monthly NPN Network News newsletter. Information may be sent at any time, but only one announcement per organization will appear in the monthly newsletter and multiple submissions from a single organization will get spaced out as determined by our social media manager.

You can bookmark this link for the submission form:

<http://bit.ly/MemberInfo2019>

## Webinars

NPN has partnered with the National Perinatal Association's Family Advocacy Network to provide members with an educational webinar series. Check the monthly newsletter for details about the next installment.

You can view all previously recorded webinars here:

<http://bit.ly/NPNWebinarSeries>

## Annual Summit

Each year, NPN hosts a 2-day, engaging conference designed with YOU in mind. This is the ONLY event tailored to the unique needs of NICU Parent Professionals with tracks specific to leading a support organization, leadership development, and the latest in maternal infant health concerns. New members receive ONE complimentary registration pass during their first year of membership, but you MUST register during the Early Bird Pricing Period.

Stay up to date with this year's event by visiting:

<http://bit.ly/NPNSummit>

## Members Only Forum: NICU Support Orgs Only

This is a private group where members share information, ask questions, and get to know more about their fellow organization members.

To join: Search NPN Members Only Facebook Group and request to join. If anyone from your organization, other than the Executive Director is asking to join please notify [amann@nicuhelpinghands.org](mailto:amann@nicuhelpinghands.org) so she knows to approve them.

## MemberCONNECT: NICU Support Orgs Only

Access members-only content through your account login to find articles, podcasts, videos, and much more, all compiled to better equip you to be the NICU Parent Professionals you are dedicated to becoming!

You can bookmark this link for easy access:

<http://bit.ly/NPNMemberPortal>

## NPN Speakers Bureau: NICU Support Orgs Only

NPN has the ONLY speaker's bureau comprised solely of graduate NICU Parent Professionals. Read more about the NPN Speakers Bureau here and consider applying. The bureau is only available to members of the NICU Parent Network, and one member organization may have up to three key staff/volunteers/board members apply to participate. Our speakers have presented at noted provider association conferences across the country! The NPN Policies and Procedures document details the application and review process as well as how we handle speaking opportunities.

Ready to apply? You can do so here: <http://bit.ly/ApplySpeakers>

## Managing Your Account

### How to Access

NICU Support Organization level membership allows for six sub-members from your organization. This could be paid or volunteer staff members or board members that need to stay informed. By adding them to the account they will receive all pertinent NPN news, will have access to the complimentary webinars, and can purchase discounted tickets to the Summit.

To manage your NPN Account go here: <http://bit.ly/NPNMemberLogin>

- Select "My Membership" from the drop-down list to add sub-members
- Select "Setup My Login" to change your password
- Select "Register for Events" to register for the Summit
- Select "Update my Profile" to update your account information

### Need Help Navigating Your Membership?

For most questions, contact your Member Host

For website, social media or newsletter: Cortney Maury [cortney@frontporchfodder.com](mailto:cortney@frontporchfodder.com)

For committee or admin issues: Bonnie Berglund [connect@nicuparentnetwork.org](mailto:connect@nicuparentnetwork.org)

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## 1. Use of the NPN Logo by An Approved Member

- 1.1. The member may download the NPN logo from the designated area on the NPN website in MemberCONNECT.
- 1.2. The member may use the logo on their website only to signify their membership. (See examples on website.)
- 1.3. The member may NOT use the logo on any print, promotional, educational, or other such materials that could be interpreted as an endorsement by NPN.

## 2. Endorsements/Support

### 2.1. NPN endorsing or supporting a member organization

- 2.1.1. NPN will not endorse campaigns, products, initiatives, fundraising efforts, programs, resources, or educational materials.
- 2.1.2. NPN will SHARE information with our members and contacts about anything our members are doing.
- 2.1.3. NPN as an entity cannot provide direct endorsement quotes.
- 2.1.4. Requests to share events and information must be made through the Jotform request link <http://bit.ly/NPNMemberInfo2019> also available on MemberCONNECT. Emails, text messages, Twitter direct messages, Facebook comments and Facebook messages will not be accepted.
- 2.1.5. Sharing of information by NPN will be done via the monthly newsletter and social media channels.

### 2.2. NPN endorsing or supporting non-members

- 2.2.1. NPN will NOT endorse any campaigns, products, initiatives, fundraising efforts, programs, resources, or educational materials from non-members at all.

### 2.3. NPN endorsing or supporting Affiliate Circle participants

- 2.3.1. NPN will SHARE information from our Affiliate Circle participants (quarterly) in the same fashion as with our member organizations, stated above in section 2.1.2.

### 2.4. NPN endorsing or supporting our funders, sponsors

- 2.4.1. NPN will SHARE information from our funders and sponsors, (quarterly) in the same fashion as with our member organizations stated above in section 2.1.2.

### 2.5. NPN endorsing or supporting legislation, public policy, position statements, care guidelines, educational resources, or petitions

- 2.5.1. Such requests will first go to the Standards & Review Committee to determine whether or not the request is aligned with the NPN mission and vision, will ultimately benefit NICU families without discrimination and whether participation by NPN is beneficial or harmful to our members.
- 2.5.2. The Standards & Review Committee will have **ONE WEEK**, unless otherwise indicated, to render a decision on whether to bring it to the Executive Directors for a vote.
- 2.5.3. The Standards & Review Committee will make their recommendation in writing to the Board of Directors.
- 2.5.4. The Board of Directors will have ONE WEEK, unless otherwise indicated, to review and will then **EITHER** request more information from the Standards & Review Committee **OR** vote to approve to bring the issue to the Executive Directors of the member organizations.
- 2.5.5. The decision to bring the issue to the ED's will require majority approval of the Board of Directors in order to move forward.

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- 2.5.6. The Executive Directors will have ONE WEEK, unless otherwise indicated, to review the request and be asked to vote to approve or deny the request.
- 2.5.7. Majority rules with approval by 80% of Executive Directors needed to proceed.
- 2.5.8. If 100% approval is not attained, but majority approval of 80% is reached, the endorsement/support will be provided to the requestor stating that the 20% dissenting member organizations do not support the request.
- 2.5.9. Failure to vote by the required timeframe will result in an abstention.

## **2.6. NPN members requesting a quotation or letter of support from President of NPN for letters of recommendation, funding or grant request purposes for the benefit of that particular member organization**

- 2.6.1. The request will first be brought to the Standards & Review Committee for review to evaluate whether or not it is aligned with the NPN mission and vision, will benefit NICU families without discrimination, and whether the quote or letter from President or Executive Director of NPN is potentially beneficial or harmful to other members.
- 2.6.2. The committee will have ONE WEEK, unless otherwise indicated, to review. (As more time to fully review may be needed, this can be agreed upon by the committee and communicated in writing by the committee chair to the President of NPN.) Upon review of the request, the committee will **EITHER** request more information from the requester **OR** make a written recommendation to the Board of Directors to approve or deny. The committee must have a majority to recommend approval or denial of the request.
- 2.6.3. Board of Directors will review the request and the determination by the Standards & Review Committee and **EITHER** request more information **OR** vote to approve or deny.
- 2.6.4. These decisions will require majority approval of the Board of Directors in order to move forward.

## **2.7. Coalitions on which NPN participates as a steering committee member requesting NPN to endorse or support any of their events, letters, position papers, educational products or resources**

- 2.7.1. Such requests will first go to the Standards & Review Committee to determine whether or not the request is aligned with the NPN mission and vision, will ultimately benefit NICU families without discrimination and whether participation by NPN is beneficial or harmful to our members.
- 2.7.2. The Standards & Review Committee will have ONE WEEK, unless otherwise indicated, to render a decision on whether to bring it to the Executive Directors for a vote.
- 2.7.3. The Standards & Review Committee will make their recommendation in writing to the Board of Directors.
- 2.7.4. The Board of Directors will have ONE WEEK, unless otherwise indicated, to review and will then **EITHER** request more information from the Standards & Review Committee **OR** vote to approve to bring the issue to the Executive Directors of the member organizations.
- 2.7.5. The decision to bring the issue to the ED's will require majority approval of the Board of Directors in order to move forward.
- 2.7.6. The Executive Directors will have ONE WEEK, unless otherwise indicated, to review the request and be asked to vote to approve or deny the request.
- 2.7.7. Majority rules with approval by 80% of Executive Directors needed to proceed.
- 2.7.8. If 100% approval is not attained, but approval of 80% is able to be reached, the endorsement/support will be provided to the requester stating that the 20% dissenting member organizations do not support the request.
- 2.7.9. Failure to vote by the required timeframe will result in an abstention.

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## 3. Voting Protocol for NPN Participation in Activities Outside of NPN

*The following voting protocol will be in effect for participation by NPN in activities outside of NPN, such as those listed below:*

- Participating in initiatives, workgroups, or other such committee work for an independent Maternal Infant Health researcher, provider association or coalition;
  - Joining coalitions, alliances, and networks;
  - Entering into Formal Partnerships with Provider Associations or Support Organizations that are not members of NPN.
- 3.1. Such requests will first go to the Standards & Review Committee to determine whether or not the request is aligned with the NPN mission and vision, will ultimately benefit NICU families without discrimination and whether participation by NPN is beneficial or harmful to our members.
  - 3.2. The Standards & Review Committee will have ONE WEEK, unless otherwise indicated, to render a decision on whether or not to bring it to the Executive Directors for a vote.
  - 3.3. The Standards & Review Committee will make their recommendation in writing to the Board of Directors.
  - 3.4. The Board of Directors will have ONE WEEK, unless otherwise indicated, to review and will then **EITHER** request more information from the Standards & Review Committee **OR** vote to approve the measure.
  - 3.5. Majority rules to approve the measure.

## 4. Board of Directors

### 4.1. Legal Duties

- 4.1.1. The Board of Directors shall manage the affairs of the NICU Parent Network.
- 4.1.2. The Board of Directors will support the work of NPN and provide mission-based leadership and strategic governance.
- 4.1.3. The Board shall be responsible for the management of the affairs and property of the NICU Parent Network.
- 4.1.4. The Board of Directors has three primary legal duties:
  - *Duty of Care*: Take care of the nonprofit by ensuring prudent use of all assets, including facility, people, and good will;
  - *Duty of Loyalty*: Ensure that the nonprofit's activities and transactions are, first and foremost, advancing its mission; Recognize and disclose conflicts of interest; Make decisions that are in the best interest of the nonprofit corporation;
  - *Duty of Obedience*: Ensure that the nonprofit obeys applicable laws and regulations; follows its own bylaws; and that the nonprofit adheres to its stated corporate purposes/mission.

### 4.2. Board Makeup

- 4.2.1. The number of Directors shall be fixed from time to time by the Directors but shall consist of no less than five (5) nor more than eleven (11) including the following officers: President, Vice-President, Secretary, and Treasurer. Members reserve 70% of the Board seats. Remaining seats are to be filled by constituents outside of the Membership. No two members of the same member organization may serve on the BOD at the same time.
- 4.2.2. All new members of the Board of Directors must be affirmed by a majority vote of the Membership of the NICU Parent Network.
- 4.2.3. No two members of the Board of Directors related by blood or marriage/domestic partnership within the second degree of consanguinity or affinity may serve on the Board of Directors at the same time.

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- 4.2.4. 70% of the members of the Board of Directors shall consist of NPN members whose membership dues are paid in full and shall hold office for up to a three-year term as submitted by the nominations committee.

## 4.3. Requirements and Expectations

- 4.3.1. Member BODs must demonstrate commitment to NPN through previous committee work.
- 4.3.2. Member BODs must be a parent/caregiver of a NICU graduate, special needs child or a bereaved parent.
- 4.3.3. Each member seat will be filled by a representative of the variety of member types the network contains. No more than two of any such type can fill a seat, with some variation allowed, as approved by the Directors.
- Nonprofit – support organization contracted/embedded in hospital(s)
  - Nonprofit – community-based support organization not contracted/embedded in hospital(s)
  - Nonprofit – advocacy or research as primary focus
  - Author/Advocate
  - Small Business Owner/Sole Proprietor
- 4.3.4. Non-member BODs must demonstrate commitment to Family-Integrated and Family-Centered Care in the NICU. They must also recognize and support the NICU parent voice as of equal importance in all advocacy, care guideline, policy, education, and support matters related to Maternal Infant Health.
- 4.3.5. Prefer, but do not require, non-member BODs to have experience as:
- parent/grandparent/caregiver of a NICU baby (premature or full term)
  - bereaved parent (incl. pregnancy, neonatal, or infant loss)
  - parent/caregiver/grandparent of a child with special needs or other chronic medical condition (i.e. autism, CP, hearing loss)
  - have a chronic medical condition themselves (i.e. Crohn's, vision impairment, diabetes, MS, etc.)
  - experienced a serious medical condition themselves (i.e. cancer survivor, infertility)
- 4.3.6. Prefer, but do not require, that we seek diversity of the Board not only by gender or ethnicity but also family make-up, recent NICU experience (i.e., between 3-5 years post-NICU).
- 4.3.7. Newly elected members of the Board of Directors who have not served before shall serve an initial one-year term. At the conclusion of the initial one-year term, members of the Board of Directors will begin their three-year term. Their terms shall be staggered so that at the time of each annual meeting, the terms of approximately one-third (1/3) of all members of the Board of Directors shall expire. Due to the transition of NPN to a sole entity, some variation, as approved by the Directors, will occur.
- 4.3.8. Serve three-year terms and may serve only two consecutive terms. The second term must be approved by majority (3/4) Board vote.
- 4.3.9. Must co-chair a committee with a NPN member OR serve as an elected Board position (President, Vice President, Secretary, Treasurer).
- 4.3.10. Elected Board officials will be nominated and voted on by the BOD.
- 4.3.11. Annual giving requirement: Give or Get – donate \$500 or secure \$500 sponsor for Summit. In lieu of monetary Give or Get, may provide in-kind donation of Board of Directors' member's time outside of committee work through value-documented and Board approved, professional services. May also be through professional services of Board of Directors' member's staff, company, or donated materials.
- 4.3.12. All BOD members will receive 6-month and 12-month performance reviews related to their contribution and effectiveness.

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- 4.3.13. Must attend three out of four quarterly meetings.
- One in-person meeting is mandatory, which will always be held on the Monday following the annual Summit, unless otherwise decided and agreed upon by the BOD (Annual Summit is held the last weekend of September every year), 2019 will be held in Colorado, 2020 will be held in Texas, 2021 will be held on the East Coast.
  - In the event travel and lodging funding is not available to support Board travel to in-person meeting, Board member must be able to cover own travel expenses.
  - May request a “pass” from Board President for a documented emergent/unavoidable absence of in-person meeting.
  - If same Board member misses more than one in-person meeting, default to Board vote to determine if Board member may continue to serve or be asked to step down from position.
- 4.3.14. Attend three meetings via Webex using video conference.
- May request one “pass” per year from BOD President for a documented emergent/unavoidable absence of a Webex meeting.
  - If same BOD member misses more than one Webex meeting in a calendar year, default to BOD vote to determine if BOD member may continue to serve or be asked to step down from position.
- 4.3.15. Must demonstrate a collaborative spirit and ability to govern for the good of the network and not for an individual or individual organization, as evidenced by provided references, professional and personal work and conduct.
- 4.3.16. Must agree to adhere to NICU Parent Network’s Principles of Effective Membership.
- 4.3.17. Board Members may be called upon to represent the Network as a whole at conferences, on steering committees, workgroups, or speaking engagements.

## 4.4. Additional Duties

- 4.4.1. Serve as a trusted advisor to the Executive Director as s/he develops and implements NPN’s initiatives.
- 4.4.2. Develop and review outcomes and metrics created by NPN for evaluating its impact, and regularly measure its performance and effectiveness using those metrics; review agenda and supporting materials prior to board and committee meetings.
- 4.4.3. Approve NPN’s annual budget and material business decisions; be informed of and meet all legal and fiduciary responsibilities.
- 4.4.4. Contribute to an annual performance evaluation of the Executive Director.
- 4.4.5. Assist Executive Director and Board Chair in identifying and recruiting other Board Members.
- 4.4.6. Partner with the Executive Director and other Board Members to ensure that Board resolutions are carried out.
- 4.4.7. Represent NPN to stakeholders; act as an ambassador for the organization.
- 4.4.8. Ensure NPN’s commitment to a diverse board and staff that reflects the communities NPN serves.

## 4.5. Confidentiality

Directors shall not discuss or disclose information about the NICU Parent Network or its activities to any person or entity unless such information is already a matter of public knowledge, such person or entity has a need to know, or the disclosure of information is in furtherance of the Network’s purposes or can reasonably be expected to benefit the Network. Directors shall use discretion and good business judgment in discussing the affairs of the Network with third parties. Each Director shall execute a confidentiality agreement upon being voted onto and accepting appointment to the Board of Directors.

## 5. Committees

### NPN has the following committees:

- Member Engagement
- Standards & Review
- Finance & Strategy
- Summit Program Planning
- Partnerships & Collaborations

### 5.1. Requirements of All Committees

- 5.1.1. Committee participation is open to anyone who is a current member of NPN with membership dues up-to-date. This includes member organization staff, board members, or volunteers that are part of the organization's membership bundle.
- 5.1.2. Commitments are for 12 months (except for the Standards & Review Committee) and members may remain on a certain committee indefinitely.
- 5.1.3. Chairs and Co-chairs of each committee are responsible for setting the meeting times and providing written reports to the Board of Directors seven (7) days before every Board of Directors meeting. The Co-chairs may be invited to participate in those meetings to deliver their reports as needed.
- 5.1.4. Committee Chair and Co-chair serve one term and must remain on committee for the following year when new Chair/Co-chair is appointed.
- 5.1.5. Each Committee Chair will be recognized as such on a "Committees" section of the website with their name and organization.
- 5.1.6. Each Committee Chair will present an annual update at the Summit during the members-only meeting.
- 5.1.7. Committees will roll over each year after the Summit.

### 5.2. Member Engagement Committee

5.2.1. **Purpose:** Evaluate member satisfaction, promote member engagement and maintain the integrity of our membership.

5.2.2. **Requirements:**

- Available for quarterly calls and other "as needed" meetings called by the Chair.
- Review and update, as needed, membership requirements and benefits.
- Review and vet new member applications.
- Create new member handbook and review on annual basis.
- Welcome new members and orient them to NPN.
- Act as hosts at the annual summit by welcoming attendees, speakers, and sponsors.
- Evaluate member satisfaction, concerns, and suggestions (annual connectivity survey).
- Willingness to promote NPN and recruit potential members.
- Current membership in NPN.
- Chair will receive new member application notifications and distribute to committee for review.
- Applicant review and approval process can be found in section 7.1.
- Add new members to the NPN Members Only Facebook Group.

### 5.3. Standards & Review Committee

5.3.1. **Purpose:** Represent NPN member interests by participating on review boards, work groups, and steering committees for larger professional organizations and associations (i.e., NCfIH, INC, etc.).

## 5.3.2. Requirements:

- Review and advise Board of Directors on requests presented to NPN by outside sources. See sections 2 and 3 in this document.
- Develop relationships with professional organizations in maternal infant health.
- Promote inclusion of NPN members on review boards, etc.
- Members must serve two-year terms.
- Meetings as determined by the Chair.
- Chair must provide report on committee activities for Board of Directors meetings.
- When committee advises participation on a certain board, work group, etc., committee members are expected to actively participate and/or recruit participants as needed.

## 5.4. Finance & Strategy

5.4.1. **Purpose:** To evaluate and review budget and organization strategic direction on an ongoing basis.

### 5.4.2. Requirements:

- Identify potential revenue streams and grant opportunities.
- Evaluate the financial implications of strategic development initiatives and activities of NPN.
- Evaluate efficacy and efficiency of current systems and workflow organization.
- Chair must provide report on committee activities for Board of Directors meetings.
- Meeting frequency as determined by committee Chair.

## 5.5. Summit Program Planning Committee

5.5.1. **Purpose:** To develop the program for the Annual Summit.

### 5.5.2. Requirements:

- Available for monthly committee calls as determined by the Co-chairs.
- Review previous year feedback and apply to current year efforts as necessary.
- Willingness to be an active member in promoting the Summit.
- Develop a strong program of interest to the attendees.
- Assist in securing reputable speakers and sponsors.
- Assist in planning logistics of meeting place, welcome reception, off-site dinner.
- Assist in setup and break down at the Summit.
- Act as hosts of the Summit by engaging with new attendees, sponsors, speakers, and new members.
- Introduce speakers as assigned prior to the Summit.
- Review and rate abstract submissions.
- Chair must provide report on committee activities for Board of Directors meetings.

## 5.6. Partnerships and Collaborations

5.6.1. **Purpose:** To develop, evaluate, and review potential and existing partnerships and collaborative projects.

### 5.6.2. Requirements:

- Meetings as determined by the Co-Chairs
- Annual review of existing agreements & partnerships

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- Workgroups under the supervision of this committee include:
  - My NICU Network Staff Education
  - NPN+NPA Webinar Series

## 6. Review and Approval Procedures for Summit Abstracts and Speakers Bureau

### 6.1. Annual Summit—Abstract Submission Review and Approval

- 6.1.1. All submissions are accepted through the online form available at our website.
- 6.1.2. No emailed, texted, or messaged abstracts will be accepted.
- 6.1.3. Every speaker, including invited speakers, must complete the online form.
- 6.1.4. Abstract submission is open to the general public.
- 6.1.5. The submission period will be determined by the Summit Program Planning Committee.
- 6.1.6. After the submission period is closed, all submissions are converted to an online review and rating platform.
- 6.1.7. The Summit Program Planning Committee will review and rate each submission.
- 6.1.8. Committee members who submit abstracts may not review and rate any submissions.
- 6.1.9. In the event that no committee members are available to review abstracts, review duties will default to the Board of Directors with no fewer than five reviewers.
- 6.1.10. Reviewers will have a period of three weeks to review and rate all submissions.
- 6.1.11. After the ratings are calculated, a weighted average score is given to each submission.
- 6.1.12. Only those scoring 3.5 (out of a possible 4.0) or higher may be accepted.
- 6.1.13. The Summit Program Planning Committee will then review the approved abstracts in comparison with the feedback from the previous year's summit and the current year's theme to ensure they are aligned.
- 6.1.14. The Summit Program Planning Committee has sole discretion whether or not to include an abstract approved based on rating if the topic itself does not align with the theme of the event.
- 6.1.15. Any open speaking slots in the agenda, after all approved abstracts are included, will be the sole responsibility of the Summit Program Planning Committee to seek and secure speakers.
- 6.1.16. All speakers (approved or denied) will be notified via email of the Committee's decision.

### 6.2. Speakers Bureau—Qualifications and Application Process

- 6.2.1. Applications are ONLY open to NICU Parent Network members. They may apply based on their own volition or may be invited to apply by a current member of the Board of Directors.
- 6.2.2. NPN membership status must be maintained and current. If membership lapses prior to a speaking engagement, speaker will be removed from the opportunity.
- 6.2.3. Speakers Bureau applicants must be a parent of a NICU baby or have experienced a pregnancy/neonatal/infant loss.
- 6.2.4. All NPN organization members (for-profit or non-profit) are eligible to submit an application.
- 6.2.5. There is no limit to the number of people who may apply from any particular organization. However, the applicant must be a designated member of that organization's NPN membership bundle.
- 6.2.6. The application form must be filled out and submitted online. Emailed or faxed copies will not be accepted.

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- 6.2.7. Applicants are required to have previous speaking experience. Applicants will be asked to provide names and dates of previous speaking engagements. Applicants will provide TWO (2) references that will be contacted. The speaking experience does not have to be related to prematurity, a NICU stay, or a loss.
- 6.2.8. Submissions will be reviewed and vetted by NPN.
- 6.2.9. After review of the application, a phone or web call will be conducted with the applicant.
- 6.2.10. Becoming a member of the Speakers Bureau does not guarantee speaking engagements, nor are honorarium, travel, or lodging expenses guaranteed to be covered.

## **6.3. Speaking Engagement Procurement**

- 6.3.1. Meeting planners may visit the Speakers Bureau website and contact speakers directly without involving NPN.
- 6.3.2. Meeting planners may also contact NPN to request speakers for an event. In this event, the following protocol is followed:
  - Details of engagement are obtained and shared with ALL Speakers Bureau members to determine who is interested and available.
  - Those who are interested and available will be required to complete a short form that may or may not request a brief summary of their unique qualifications (personal and professional) that aligns with the event objectives.
  - Completed forms are shared with the meeting planner who then makes the final selection.
  - NPN will remain involved throughout the process to assist in logistical and content concerns or questions.
  - Any honorarium provided by the meeting planners will be paid directly to the speaker.

## **6.4. NPN Submitting Abstracts**

- 6.4.1. NPN continually submits abstracts to various regional and national provider conferences. The nature of these abstracts is focused on panel presentations, not sole presenter opportunities. Upon approval of an abstract, the following protocol is followed:
  - Details of engagement are obtained and shared with ALL Speakers Bureau members to determine who is interested and available.
  - Those who are interested and available will be required to complete a short form that may or may not request a brief summary of their unique qualifications (personal and professional) that aligns with the event objectives.
  - If the number of completed forms outnumbers the available speaking slots, the completed forms will be shared with the Executive Director and Executive Committee of NPN which will make the final selection.
  - NPN then acts as the coordinator of content, presentation and logistics throughout the process.
  - Any honorarium provided by the meeting planners will be paid directly to the speaker.

## **7. Membership Application, Review and Approval Process**

### **7.1. Support Organization Application Procedure**

- 7.1.1. Application notification is generated by database to NPN administrator.
- 7.1.2. NPN administrator immediately forwards application to Chair and Co-chair of Member Engagement Committee.

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- 7.1.3. NPN administrator sends inquiry form to references via Jotform link <http://bit.ly/NewMemberRef>, which the Co-chair reviews to ensure validity of organization and its leaders.
- 7.1.4. Co-chair schedules telephone or video interview with applicant.
- 7.1.5. Within TWO WEEKS of application date, Chair and/or Co-chair forward summary assessment form and reference check forms to NPN administrator with instructions to proceed, if appropriate.
- 7.1.6. NPN administrator sends application and Chair/Co-chair report via email to Member Engagement Committee members. Committee members are asked to approve, deny, or submit additional questions within seven days or at an upcoming committee meeting when appropriate.
  - Majority approval is required from the committee to approve a new member.
  - Vote is recorded in notes of upcoming meeting.
- 7.1.7. Co-chair assigns host from committee members for new member.
- 7.1.8. Co-chair contacts new member to welcome to the Network.
- 7.1.9. Host contacts new member according to procedure outlined in a separate document and available online to member hosts.

## 7.2. NICU Support Organizations

This is the core of our membership and central to the mission of NPN. Eligible applicants must:

- 7.2.1. Provide support to parents of NICU patients.
- 7.2.2. Be led by or founded by a parent of a NICU patient - or appoint a parent in a leadership role in the organization to represent the applicant.
- 7.2.3. May be non-profit, for-profit, hospital groups, or sole book authors. Those in the process of applying for 501(c)3 status must provide proof.
- 7.2.4. Submit online application. Emailed applications will not be accepted.
- 7.2.5. Members are required to serve on an NPN committee. See section 5 of this document.
- 7.2.6. At least one person, and no more than three people, from the member organization's membership bundle are eligible to serve, with the exception of the Summit Program Planning Committee if your organization is in the host city in any given year.
- 7.2.7. For new members, the organization's Executive Director is required to serve first. After the first year, the ED can elect anyone from their membership bundle to participate on a committee.
- 7.2.8. Within a five-year period of membership, one person per organization is required to chair a committee or event.
- 7.2.9. Pay annual membership fee as determined by the tiered dues structure.

## 7.3. NICU Parent Insider

The NICU Parent Insider level is for individual graduate NICU parents/caregivers who wish to stay informed about the latest in Neonatal Health and NICU family support, resources, and education.

- 7.3.1. The only requirement is that the individual be a graduate NICU parent/caregiver.
- 7.3.2. The cost is an annual \$25 membership fee.
- 7.3.3. NICU Parent Insiders will receive NPN Network News monthly newsletter, have complimentary access to the NPN + FAN webinar series, receive member pricing for Summit registration and be added to a pool of constituents called upon for surveys and focus groups

## 7.4. Professional Affiliate Circle Participants

The Professional Affiliate Circle is created to foster relationship building opportunities between NPN member organizations and Maternal Infant Health professionals and providers. Affiliate participants are not recognized as “members” of NPN.

### 7.4.1. Affiliate Circle Application, Review and Approval Process

- May be a non-profit or for-profit provider association or organization working in Maternal Infant Health.
- Must demonstrate active involvement in Maternal Infant Health community with a focus on prematurity and infants in the NICU.
- Must demonstrate active involvement within the NICU parent community through existing partnerships, projects, events, etc.
- Must demonstrate mission alignment in terms of recognizing the parent as an essential component of care team.
- New applications are sent, as they are received, to the Member Engagement Committee.
- The committee has TWO WEEKS to review the application.
- Committee chair shall contact the references provided by the applicant to ensure validity of organization and its leader.
- After the review period, the committee will vote to either approve, deny, or request additional information from the applicant.
- If and when the committee determines the applicant is a good fit for the Professional Affiliate Circle, a written recommendation will be provided to the Leadership Team.
- The Board of Directors will then vote to either approve, deny or request more information about the applicant.
- The Member Engagement Committee will proceed with onboarding the new Affiliate or contact the applicant regarding additional information.

## 8. Updates to This Document

- 8.1. Board of Directors and Standards & Review Committee will review the Policies & Procedures document and make any necessary updates or revisions.
- 8.2. Members will be notified via email of any updates or revisions made.
- 8.3. Upon annual renewal of an organization’s membership, the organization will be required to acknowledge receipt and acceptance of these Policies & Procedures.

## 9. Social Media Policy

This policy governs the publication of and commentary on social media by staff, volunteers, independent contractors and the Board of Directors of NICU Parent Network (NPN). For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation: blogs, wiki’s, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

NPN staff, volunteers, independent contractors and the Board of Directors are free to publish or comment via social media in accordance with this policy. NPN staff, volunteers, independent contractors, and the Board of Directors are subject to this policy to the extent they identify themselves as NPN staff, NPN volunteers, NPN independent contractors, or NPN Board of Directors (other than as an incidental mention of their affiliation in a personal blog on topics unrelated to NPN).

Notwithstanding the previous section, this policy applies to all uses of social media, including personal, by NPN staff, independent contractors and the Board of Directors, as their position with NPN would be well known within the community.

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Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. All uses of social media must follow the same ethical standards that NPN staff, volunteers, and the Board of Directors must otherwise follow.

NPN Maintains three social media channels (Facebook, Twitter, and Instagram) to share information with our members, supporters, and the general public. We also maintain a moderated closed NPN Members Only Facebook Group to encourage collaboration and networking by and between our NICU Support Organization Members.

## 9.1. Guidelines for NPN Members Only Facebook Group

- 9.1.1. Anyone found to be in violation of this policy will be warned once. If another infraction occurs the organization's membership will be revoked indefinitely.
- 9.1.2. No postings of a personal nature are allowed. While we develop close relationships with other members, any requests for personal support, or sharing of your personal NICU story or other such purposes must be made by other means.
- 9.1.3. The NPN's statement of non-discrimination is in effect on all social media platforms and NPN will not tolerate any postings that discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status. We are committed to providing an inclusive and welcoming environment for all members, partners, volunteers, subcontractors, vendors, affiliates and sponsors.
- 9.1.4. Following are examples of acceptable posting topics:
  - requests for operational resources in running a support organization
  - requests for support for a family who your organization cannot serve
  - requests for best practices related to your work as a support organization
  - notices and announcements about your organization's events, services, staff changes, educational products, giveaways, contests, discount codes if you sell a product or book
  - articles that are pertinent to maternal infant health and/or running a support organization
  - articles you have written/published by a major news outlet
  - videos or links to multimedia developed by or co-created by your organization
  - collaborative opportunities open to all members
- 9.1.5. All posts will be approved by an NPN group administrator prior to publishing in the group.
- 9.1.6. When sharing a post by NPN or another NPN member proper attribution to the source is required. Do not share information as if it were your own original content.
- 9.1.7. Do not share personal information about the families your serve or your employees/volunteers, unless you have secured prior consent.
- 9.1.8. Always show respect for your colleagues. Our opinions may differ and that's OK.
- 9.1.9. Many organizations maintain regular blogs, posting daily or weekly, do not share blog posts on the NPN Members Only page unless it is directly related to a NPN hosted event, an event where you were authorized to represent NPN, or related to a pertinent Maternal Infant Health community topics. In other words, do not share every blog post your organization shares so as not to clog up the NPN feed.
- 9.1.10. If you are unsure if your post meets the guidelines, just ask.
- 9.1.11. Report any violations, offensive comments or posts to Keira Sorrells immediately at [keira@nicuparentnetwork.org](mailto:keira@nicuparentnetwork.org).

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- 9.1.12. Examples of acceptable and unacceptable posts can be obtained via request to the NPN office.

## 9.2 Guidelines for sharing NPN or NPN Member content

- 9.2.1. It is critical that respect is shown for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including NPN and NPN Members. Always attribute work to the original author/source. It is good general practice to link to others' work rather than reproduce it or slightly alter it to make it your own. This could be viewed as a copyright infringement.
- 9.2.2. Always give proper photo/image credit and content creator credit by tagging or linking to the original content, the person/author/photographer, and company/organization in the post.
- 9.2.3. As an NPN member, your personal social media presence that is shared publicly and your organization's social media presence may be perceived as representative of NPN and NPN members. Be aware that what you post publicly reflects on others.
- 9.2.4. As an NPN member, you may be privy to confidential information by or about NPN operations, initiatives, or programs. Do not post anything that has been deemed confidential by NPN staff, Board of Directors, or Committee Chairs.
- 9.2.5. Always be respectful of NPN, NPN members, supporters, and the Maternal Infant Health Community at large. Many topics we encounter in our work are controversial and emotionally charged. Be factual, be honest, and be yourself ensuring you are projecting the core values of your own organization and NPN. If you disagree with something it is fine to say so, but do so in a respectful manner that does not disparage or attack another person/company/organization.
- 9.2.6. NPN's Statement of Non-discrimination is in effect and is expected to be adhered to by NPN Members.
- 9.2.7. NPN Members are encouraged, though not required, to share posts from NPN and NPN Members' social media channels with their own communities.
- 9.2.8. Never represent a view or opinion as being that of NPN unless you have been authorized to do so by the NPN Board President.
- 9.2.9. Quality matters and reflects on you and your organization. Make sure that what you post is factual and grammatically correct.
- 9.2.10. Report any violations, offensive comments or posts to Keira Sorrells immediately at [keira@nicuparentnetwork.org](mailto:keira@nicuparentnetwork.org).
- 9.2.11. Additional Best Practices for sharing content may be found here: <http://bit.ly/GuideHowToCiteSources> courtesy of Corey Wainwright [www.hubspot.com/blog](http://www.hubspot.com/blog).

## 9.3 Personal Conduct on Social Media by NPN staff, volunteers & Board of Directors

- 9.3.1 All NPN staff, volunteers and Board of Directors are expected to adhere to the guidelines stated in section 9.2 when sharing or posting about your work with NPN.
- 9.3.2 Many NPN staff, volunteers and Board of Directors become personal social media friends with NPN Members, Supporters, and Maternal Infant Health Stake holders. Be sure to always maintain your professionalism in what you post on your personal pages as it may be seen by those who partner with, collaborate with, or work for/with NPN. Your conduct on social media reflects on NPN as an organization and the people who make up our NPN Member Network.
- 9.3.3 If you see misrepresentations made about NPN in the media or elsewhere, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party.
- 9.3.4 It's all about judgment: using your personal social media presence to trash or embarrass NPN, NPN Members, our supporters, staff, volunteers or Board Members,

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is dangerous and ill-advised. Doing so will result in disciplinary action which may include expulsion from NPN.

- 9.3.5. NPN, NPN Members, our supporters, staff, volunteers or Board Members should not be cited or obviously referenced without their approval. Never identify anyone by name without permission and never discuss confidential details of a project, program, initiative, event, product, publication, research study, or operations.

# APPENDIX B

## Operations Team

Keira Sorrells \_\_\_\_\_ Founder & Executive Director  
Cristal Grogan \_\_\_\_\_ Graphic Design  
Bonnie Berglund \_\_\_\_\_ Administrative Support  
Front Porch Fodder \_\_\_\_\_ Digital Marketing

## Standards & Review Committee

*This committee evaluates & coordinates opportunities for the NPN network to participate in, such as parent review councils, policy issues, parent input for a resource or educational materials, etc. This committee also reviews and establishes recommendations on how NPN might respond, get involved, and make an impact in the maternal infant health community.*

Jennifer Degl (Co-Chair) \_\_\_\_\_ Speaking for Moms and Babies, Inc.  
Stephanie Vaughan (Co-Chair) \_\_\_\_\_ Morgan Leary Vaughan Fund  
Deb Discenza / Jenny McCormick \_\_\_\_\_ PremieWorld, Inc.  
Jennifer Driscoll \_\_\_\_\_ Lily's Hope Foundation  
Erika Goyer \_\_\_\_\_ National Perinatal Association  
Cristal Grogan \_\_\_\_\_ NICU Parent Network  
Yamile Jackson \_\_\_\_\_ Nurtured by Design  
Kelli Kelley \_\_\_\_\_ Hand to Hold  
Heather Tanner \_\_\_\_\_ NEC Society  
Christine Yang \_\_\_\_\_ The Tiny Miracles Foundation

## Summit Program Planning Committee

*This committee plans our annual Summit. From developing the agenda to finding keynote speakers and creative networking activities, the planning committee is the key to making the annual summit a success.*

Lisa Grubbs (Co-Chair) \_\_\_\_\_ NICU Helping Hands  
Kelli Kelley (2020 Summit Planning Co-Chair) \_\_\_\_\_ Hand to Hold  
Cristal Grogan \_\_\_\_\_ NICU Parent Network  
Brittany Lothe \_\_\_\_\_ Will's Way Foundation  
Erin Thatcher \_\_\_\_\_ PPROM Foundation

## Member Engagement Committee

*This committee promotes member engagement, establishes & maintains membership requirements, & assesses partnership/collaborative needs.*

Bob Selby (Co-Chair) \_\_\_\_\_ Holding Tiny Hands  
Ashley Mann (Co-Chair) \_\_\_\_\_ NICU Helping Hands  
Anna David \_\_\_\_\_ NICU Families Northwest  
Jennifer Degl \_\_\_\_\_ Speaking for Moms and Babies, Inc.  
Jennifer Driscoll \_\_\_\_\_ Lily's Hope Foundation  
Gigi Khonyongwa-Fernandez \_\_\_\_\_ Families Blossoming  
Erin Thatcher \_\_\_\_\_ The PPROM Foundation

## Finance & Strategy

*This committee develops, evaluates and reviews budget and organization strategic direction on an ongoing basis.*

Audrey Cohen (Co-Chair) \_\_\_\_\_ Goldman Sachs  
Kelli Kelley \_\_\_\_\_ Hand to Hold

## Partnerships & Collaborations

*This committee develops, evaluates, and reviews potential and existing partnerships and collaborative projects.*

Erin Whaley (Co-Chair) \_\_\_\_\_ Troutman Sanders

### My NICU Network

Tracy Pella (Workgroup Leader) \_\_\_\_\_ Connected Forever

### Webinar Planning

Tracy Pella (Workgroup Leader) \_\_\_\_\_ Connected Forever

Ali Dunn (Workgroup Co-Leader) \_\_\_\_\_ Me Two Books

## I don't have a non-profit organization, can I still be a member?

If you are a published book author, advocate, run a hospital funded NICU support group or are a small business owner/therapy practice/coaching practice you can qualify for NICU Support Organization level membership. This requires that you submit a Certificate of Good Standing from your Secretary of State (or other comparable paperwork for International applicants to ensure you are operating a business). If you are a graduate NICU parent and are not yet fully engaged in Maternal Infant Health, we have an individual level for you called NICU Parent Insider.

## How will my membership increase my organization's success or increase my personal success as a for-profit business person?

Being a member of NPN as a for-profit company increases the success of both your company and your personal brand because it helps you build credibility which increases your reach and influence. As a business owner, to be a part of and have the backing of a national professional collaborative increases your professional and monetary value and your opportunity to engage with key external and internal stakeholders. Additionally, you are able to test out any services, products, processes to a discerning and honest audience before launching. NPN benefits as well because having 'business-minded' people amongst them, allows a more holistic, multi-dimensional and targeted perspective and approach to be modeled.

## Is there a benefit to being a long-time member? 2-5 years or more?

Yes. Long-term membership allows you the opportunity to grow as a person and organization in a safe and nurturing space. Your 1-year self and organization will likely be very different from your 5-year self. You have the resources of a network at your fingertips but often members don't really begin to fully access these until 2 years post-joining, on average. As you settle more into NPN and learn more about it and yourself, you will have the opportunity to participate in various activities, groups, webinars, as/if you choose.

## Will others share my organization's information?

There is no guarantee that other members will share your information. We place a high value on collaboration and getting to know the other members through committee work and attending the Summit. When trusting relationships are built with other members, they are more likely to share information about your organization. Most organizations will not share something from someone they do not know. NPN will share your information as outlined in the Member Handbook Policies & Procedures section.

## Does NPN post information about fundraisers and accomplishments of other organizations on their main page or only the member page?

We only post updates, events, and news related to our NPN members, Industry Collective Participants, Professional Affiliates and Collaborative Partners on our public social media channels (Facebook, Twitter, & Instagram) and in our monthly newsletter. We do not post anything from anyone or any other outside organization unless NPN as an organization or an NPN member is involved. The NPN Members Only Facebook Group is primarily for collaboration, sharing of best practices, and requests for organizational resources.

## Is the Summit required?

No, it is not required, however, most members say that by attending the Summit they are able to expand their network, educate themselves about pressing issues for NICU families, and discover collaborative opportunities. We do all we can to encourage networking virtually, but face-to-face interaction can't be beat and is well worth the investment.

## How much time is required (on average) for a committee member, per month?

This depends on the committee. Some meet monthly, others every other month and others meet quarterly. The Member Engagement and Standards & Review committees are the most time-intensive and also the backbone of our organization. Committee members can expect to spend 2-5 hours per month between regular conference calls and offline work between meetings. We also have short-term and long-term workgroup projects that can count towards the committee participation requirement.

## How do I join the private Facebook group?

To join the Facebook group all you have to do is search NPN Members Only on Facebook and ask to join. An admin will then approve you. If you are anyone other than the Executive Director, you must provide the names of those from your organization (staff/volunteers/Board members) who wish to join so the admin will know to approve them.

## Need Help Navigating Your Membership?

For most questions, contact your Member Host

For website, social media or newsletter: Cortney Maury [cortney@frontporchfodder.com](mailto:cortney@frontporchfodder.com)

For committee or admin issues: Bonnie Berglund [connect@nicuparentnetwork.org](mailto:connect@nicuparentnetwork.org)

# Notes

# Notes

*"Do not go where  
the path may lead,  
go instead where  
there is no path  
and leave a trail."*

*- Ralph Waldo Emerson*



NICU PARENT NETWORK

[www.nicuparentnetwork.org](http://www.nicuparentnetwork.org)