# **Blood Services Advisory Council**

Wednesday 8/26/2015 2:00 PM to 2:30 PM Phone Call: 1-866-692-3158, Code: 131715

## Agenda

Introductions	Muhi	5 minutes
Update/Goals/Vision	Justin	10 minutes
Selecting a Chair/co-Chair		5 minutes
Strategic Planning Session Date		5 minutes
Open Discussion		5 minutes

### **Additional Information/Notes**

### American Red Cross Northern California Coastal Region

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Meeting called by:	Muhi Khwaja	Facilitator:	Muhi Khwaja			
Attendees:		n Bernard, Kayla Haynes, Kathryn Holmes, Muhi Khwaja, Stephen Kwan, Hanna Malak, eller, Priya Natarajan, Bentley Peabody, Tom Petty, Paul Resch, & Trevor Riggen				
Meeting Minutes						
Introductions		Muhi	5			
Discussion: Kathryn	Discussion: Kathryn H. is a Red Cross Tiffany Circle member and San Francisco Board Member. John B. is a					
retired educator. Justin M. is the Regional Manager for Donor Recruitment. Priya N. is a UC Berkeley student in						
charge of their donor recruitment. Paul R. has given blood in the past and works at Google. Stephen K. is an Associate						
Dean at San Jose State University and has been with the Red Cross as a Blood Services Board Member for over 15 years.						
Tom P. is the former Blood Services Board Chair and has helped organize over 90 blood drives in Livermore. Trevor R. is						
the American Red Cross of the Bay Area Regional Chief Executive Officer and has been with the Red Cross over 9 years.						
Bentley P. is a business manager for Alliance Residential and has been a long time blood donor. Hanna M. works with the						
Blood Services team	Blood Services team. Kayla H. is the volunteer coordinator for Blood Services. Muhi K. is a major gift officer with the					
Red Cross and has b	Red Cross and has been donating blood for 10 years.					

#### American Red Cross Northern California **Coastal Region**

### **Update/Goals/Vision**

Discussion: We are here for our common passion for the Red Cross and our affinity towards saving lives and the important

work being done with Blood Services. Justin M. provided an update on FY15, collected 77,485 units and distributed over 100,000. They receive over 50% of donations through mobile sites and the rest through their 6 fixed sites in Contra Costa,

Pleasanton, Fremont, Newark, Oakland, and San Jose. They have some partnerships with local corporations, schools and

community groups. The average drive collects nationally collects 32 units, once you cross the 30 unit threshold it is best.

Locally we receive 35 units or more. Stephen K. stated he would like to know more about the structure and difference

from the previous board. Trevor R. mentioned the past Blood Services board would have an opportunity to learn more

about the regional boards. Tom P. said he would like to work with chapter contacts at businesses to encourage

blood drives in the region and coordinate competitions to see who could collect the most units with participation from

the ground up and from management. Muhi K. stated opportunities for community education through lunch and learns.

## Selecting a Chair/co-Chair

Discussion: This topic was postponed and will be determined at the Strategic Planning Session.

## **Strategic Planning Session Date**

Discussion: Date is set for Tuesday November 10 from 11:30 AM to 1:00 PM. Location is to be determined, but centrally located.

## **Open Discussion**

Discussion: John B. wanted more information on the Regional Board meeting. Kathryn H. inquired about FY16 goals and

Targets, what blood types are needed and was interested in the corporate partnerships available. Trevor R. answered John's question.

## **Additional Information**

We are looking forward to a productive Strategic Planning meeting to clearly define roles, expectations and set a Chair/cochair!

Feel free to recommend friends or coworkers from around the Bay Area to join this Council.



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