



Compensation Committee
December 5, 2016
12:00 a.m. EST/11:00 a.m. CST/10:00 a.m. MST/9:00 a.m. PST

Call-in number: 866-740-1260
Access code: 9286317

Members

Ralph Jozefowicz, Chair; Terrence Cascino, MD; Lisa Shulman, MD; Robert Griggs, MD

Staff

Jane Ransom; Suzi Sherman; Kristi Benson; Tim Engel

AGENDA ITEM

PRESENTED BY

Introduction and Goals of this Meeting:

- Review timeline for committee work
- Recommend 2017 incentive
- Discuss process for CEO's 2016 performance review

Ralph Jozefowicz, MD

2017 CEO Incentive

Refer to ABF Scorecard to recommend:

- CEO goals for 2017
- Weighting of Goals

2016 Performance Review

- Determine information needed to conduct review
- Set date for next meeting

Adjourn

Date	Task	Notes
2016		
Oct. 20, 2016 Board meeting	Board Scorecard adopted	
Dec. 5, 2016 Compensation Committee meeting	Discuss CEO goals for 2017 in the context of Board scorecard adopted at October and develop recommendation	<i>For this meeting, the committee will be able to look at our Board Scorecard and consider which elements to emphasize and how to weight them. However, the threshold, target, and max goals will not yet be inserted because we are still working on those numbers with input from the finance dept. and our marketing partner. The committee should still be able to pick out the initiatives upon which they want the CEO to focus in 2017.</i>
Dec. 12, 2016 Executive/Finance Committee meeting	The Compensation Committee Chair presents recommended CEO goals for 2017. Executive Committee recommends goals to the Board.	
Dec. 15, 2016 Board meeting	Board of Directors discusses and votes on CEO goals for 2017	
Early January, 2017 Compensation Committee meeting	Compensation Committee gathers information for 2016 CEO Review	<i>The committee will need to delineate what information it wants to review, including whether a survey should be sent to the board re CEO performance.</i>
Late January, 2017 Compensation Committee meeting	CEO 2016 Review is conducted	
Early February 2017 Executive/Finance Committee meeting	Results of 2016 CEO Review reported to Executive Committee. Recommend CEO Increase/CEO (Incentive) Goals.	<i>Executive/Finance Committee makes recommendation on CEO increase.</i>
February, 2016 Board Meeting	Board approval of CEO Increase and Goals	

ABF Board Scorecard – 2017

Research Clearinghouse: Construct a virtual platform to match the best science with the largest pool of committed donors to advance a continuum of research.			
Outcomes	Threshold	Target	Max.
1. Number of peer-reviewed proposals posted on crowdfunding platform	<i>Benchmarking during 2017</i>		
2. Number of crowdfunding donors	<i>Benchmarking during 2017</i>		
3. Amount of money granted to defeat brain disease	<i>Benchmarking during 2017</i>		
Public Engagement: Build the ABF brand around our unique niche.			
Outcomes	Threshold	Target	Max.
1. Stakeholder awareness	<i>ED to propose targets with assistance of Weber Shandwick</i>		
2. Increased site traffic	<i>Benchmarking during 2017</i>		
3. Increased site conversion (from visitor to donor)	<i>Benchmarking during 2017</i>		
Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes	Threshold	Target	Max.
1. Total funds raised	<i>ED to propose target X</i>		
2. Major donor pipeline value	<i>ED to propose target</i>		
3. Number of new donors	<i>ED to propose target X</i>		
4. Number of donors a. AAN members b. Public	<i>ED to propose target X</i>		
A Thriving Partnership: Align the goals and leadership of the AAN and ABF.			
Outcomes	Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF	<i>ED to propose target using 2016 AAN Insights Survey as baseline.</i>		
2. Number of AAN members donating to the ABF	<i>ED to propose target X</i>		
3. Number of AAN staff donating to the ABF	<i>ED to propose target X</i>		
4. New money raised for AANI research agenda	<i>ED to proposed target X</i>		

American Brain Foundation

2016 Incentive Goals

	<u>As of 12/31</u>	<u>Threshold</u>	<u>Target</u>	<u>Maximum</u>	<u>Weight</u>
1. <u>Strategic Plan</u> Complete strategic plan and pivot toward execution					
		<u>Performance Indicators:</u>			25%
		<ul style="list-style-type: none"> • Strategic Plan completed • Goals, budget and action steps are developed for 2017 • Expertise secured for key initiatives (marketing and crowdfunding) • Metrics completed for measuring each of the four major strategies • ABF/AAN Memorandum of Understanding signed 			
2. <u>Fundraising</u> Raise \$762,500		\$762,500 ¹	\$875,000	\$1,000,000	50%
3. <u>Financial Health</u> Net operating increase ¹		(\$98,135)	(\$49,067)	\$0	25%

¹ This assumes the \$200,000 contingency in the budget is used.