



AMERICAN BRAIN FOUNDATION  
 Governance Committee  
 December 18, 2017  
 10:00 a.m. EST/9:00 a.m. CST/8:00 a.m. MST/7:00 a.m. PST

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

**Committee Members**

Kevin Goodno, Chair; Dan Gasby; John Mazziotta, MD; Bruce Miller, MD;  
 Catherine Rydell, CAE; Gordon Smith, MD

**Staff**

Jane Ransom; Shelly Rucks; Natalie Baumgartner

	<i>AGENDA ITEM</i>	<i>PRESENTED BY</i>
<i>9:00 am CT</i>	Approve minutes from August 21, 2017, & September 25, 2017	Kevin Goodno, Chair
<i>9:05</i>	<b>1. New Board Member Orietnation</b>	Jane Ransom
<i>9:20</i>	<b>2. Draft Board Assessment Survey</b>	Jane Ransom
<i>9:50</i>	<b>3. 2018 Goals</b>	Kevin Goodno
<i>10:00</i>	Adjourn	



**American Brain Foundation  
Governance Committee Meeting  
August 21, 2017**

**10:00 a.m. ET/ 9:00 a.m. CT/ 8:00 a.m. MT/ 7:00 a.m. PT  
Conference Call**

**In attendance:** Kevin Goodno, Chair; Dan Gasby; Catherine Rydell, CAE; John Mazziotta, MD; Bruce Miller, MD; Gordon Smith, MD

**Staff:** Jane Ransom, Shelly Collins Rucks, Natalie Baumgartner

**Excused:** Bruce Miller, MD

Mr. Goodno welcomed everyone and discussed the agenda for the meeting.

**Minutes:** Minutes from June 19, 2017, Governance meeting reviewed.

**MOTION** to approve the ABF Governance Committee minutes from June 19, 2017.

**Approved** (Unanimous).

1. **Progress on Filling Officer Positions:** Mr. Goodno stated that he had spoken to Susan Schneider Williams about becoming the Vice President, and she seemed interested. She wanted to ask a few questions and would be connecting with Mr. Goodno to discuss further.

All other Board and Committee members are renewing their participation.

2. **Progress on Filling Board Positions:** Ms. Ransom discussed the candidates that she and other Members had met with. She explained the interest and concerns of each candidate. Dr. Alessi is honored to be considered, but said he may travel too much to participate on the Board. Jim Essey is very interested, but wants to be sure he can incorporate the Board into his schedule. Ryan Watts also expressed strong interest, but needs to ask his Board David Eagleman could make an excellent ambassador for the Foundation. She and Susan Williams had a meeting with him and he may be interested in joining the Board.

Ms. Rydell updated the Committee on connecting with Michelle Obama's former scheduler. The connection would be willing to reach out, but requested more information from the Foundation on Mrs. Obama's role on the Board. Ms. Ransom will work with Ms. Rydell to put together options for Mrs. Obama's participation on the Board. The Committee discussed the addition of Mrs. Obama and resolved that having her star power would elevate the awareness of the American Brain Foundation in an extremely positive way. She should be approached to participate.

Ms. Ransom also shared that Dr. Kenton is ready to join. Dr. Worrall is an excellent candidate, but he will be travelling for most of 2018. We should consider inviting him in 2019.

The Committee discussed the addition David Eagleman to the Board. They described him as a powerful voice. Ms. Ransom will follow-up with Mr. Eagleman about his interest in engaging as a public Board member.

The Committee would like to move forward with asking Jim Essey and Ryan Watts to join the Board. Ms. Ransom will follow up with Mr. Watts, and Mr. Goodno will follow up with Mr. Essey. The Committee also decided to consider Dr. Shafali Jeste for a Board position. She focuses on autism and is a former CRTS recipient. Dr. Mazziotta agreed to follow-up with Dr. Jeste and gauge her interest.

**Meeting Adjourned at 9:29 a.m.**



**American Brain Foundation  
Governance Committee Meeting  
September 25, 2017**

**10:00 a.m. ET/ 9:00 a.m. CT/ 8:00 a.m. MT/ 7:00 a.m. PT  
Email Vote**

**Committee Members:** Kevin Goodno, Chair; Dan Gasby; John Mazziotta, MD; Bruce Miller, MD; Catherine Rydell, CAE; Gordon Smith, MD

**Staff:** Jane Ransom, Shelly Collins Rucks, Natalie Baumgartner

An email vote for new board members and to approve the 2018 Board of Directors slate was conducted.

**MOTION** to approve the 2018 Board Slate.

**Approved** by five out of seven members; two did not participate.

The 2018 Slate will reflect the following:

**OFFICERS**

Name	Position	Term
Kevin Goodno	Chair	For 2 <sup>nd</sup> term beginning 1/1/18
Susan Williams	Vice Chair	For 1 <sup>st</sup> term beginning 1/1/18
Gordon Smith, MD	Secretary	For 2 <sup>nd</sup> term beginning 1/1/18
Ralph Jozefowicz, MD	Treasurer	For 2 <sup>nd</sup> term beginning 1/1/18
John Mazziotta, MD	Immediate Past Chair	For 2 <sup>nd</sup> term beginning 1/1/18

**BOARD MEMBERS**

Name	Term
<i>Eagleman, David</i>	For 1 <sup>st</sup> term beginning 1/1/18
<i>Essey, James</i>	For 1 <sup>st</sup> term beginning 1/1/18
Griggs, Robert	For 3 <sup>rd</sup> term beginning 1/1/18
<i>Jeste, Shafali</i>	For 1 <sup>st</sup> term beginning 1/1/18
Jozefowicz, Ralph	For 3 <sup>rd</sup> term beginning 1/1/18
<i>Kenton, Edgar</i>	For 1 <sup>st</sup> term beginning 1/1/18
Smith, Gordon	For 3 <sup>rd</sup> term beginning 1/1/18
Miller, Bruce	For 2 <sup>nd</sup> term beginning 1/1/18
Rosenfeld, Jeffrey	For 3 <sup>rd</sup> term beginning 1/1/18
Schneider Williams, Susan	For 2 <sup>nd</sup> term beginning 1/1/18
Shenkman, Martin	For 2 <sup>nd</sup> term beginning 1/1/18
Shulman, Lisa	For 3 <sup>rd</sup> term beginning 1/1/18
Utecht, Ben	For 2 <sup>nd</sup> term beginning 1/1/18

**RESEARCH ADVISORY COMMITTEE MEMBERS**

<b>Name</b>	<b>Term</b>
Bonnemann, Carsten	For 2 <sup>nd</sup> term beginning 1/1/18
Cudkowicz, Merit	For 2 <sup>nd</sup> term beginning 1/1/18
Griggs, Robert	For 2 <sup>nd</sup> term beginning 1/1/18
Jeste, Shafali	For 2 <sup>nd</sup> term beginning 1/1/18
Mehler, Mark	For 1 <sup>st</sup> term beginning 1/1/18
Morris, John	For 2 <sup>nd</sup> term beginning 1/1/18
Roos, Ray	For 2 <sup>nd</sup> term beginning 1/1/18
Sacco, Ralph	For 2 <sup>nd</sup> term beginning 1/1/18
Shoulson, Ira	For 2 <sup>nd</sup> term beginning 1/1/18

DRAFT

Q1 Grade our board's performance in the following areas:

Answered: 11 Skipped: 0



	A	B	C	D	F	N/A	TOTAL	WEIGHTED AVERAGE
Understanding our mission	72.73% 8	27.27% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11	3.73
Understanding and following our strategic plan	27.27% 3	63.64% 7	9.09% 1	0.00% 0	0.00% 0	0.00% 0	11	3.18
Financial oversight	70.00% 7	20.00% 2	10.00% 1	0.00% 0	0.00% 0	0.00% 0	10	3.60

## 2017 Board Assessment Survey

Legal and ethical oversight	72.73%	27.27%	0.00%	0.00%	0.00%	0.00%	11	3.73
	8	3	0	0	0	0		
Providing guidance and support to the chief executive	36.36%	54.55%	9.09%	0.00%	0.00%	0.00%	11	3.27
	4	6	1	0	0	0		
Understanding the board's roles and responsibilities	36.36%	45.45%	18.18%	0.00%	0.00%	0.00%	11	3.18
	4	5	2	0	0	0		
Thinking strategically	27.27%	63.64%	0.00%	9.09%	0.00%	0.00%	11	3.09
	3	7	0	1	0	0		
Level of commitment and involvement	45.45%	45.45%	9.09%	0.00%	0.00%	0.00%	11	3.36
	5	5	1	0	0	0		
Monitoring organizational performance and impact	45.45%	36.36%	18.18%	0.00%	0.00%	0.00%	11	3.27
	5	4	2	0	0	0		
Knowledge of our programs	54.55%	18.18%	27.27%	0.00%	0.00%	0.00%	11	3.27
	6	2	3	0	0	0		
Increasing the diversity of the board	45.45%	18.18%	36.36%	0.00%	0.00%	0.00%	11	3.09
	5	2	4	0	0	0		
Working with the Governance Committee to identify and recruit new board members	45.45%	36.36%	9.09%	0.00%	0.00%	9.09%	11	3.40
	5	4	1	0	0	1		
Public outreach and advocacy	18.18%	36.36%	45.45%	0.00%	0.00%	0.00%	11	2.73
	2	4	5	0	0	0		
Fundraising	9.09%	45.45%	36.36%	9.09%	0.00%	0.00%	11	2.55
	1	5	4	1	0	0		

#	COMMENTS FOR "UNDERSTANDING OUR MISSION"	DATE
1	There is a very dedicated group of medical and lay professionals who understand the organizations mission.	12/9/2017 5:23 PM
2	As a relatively new Board, we're still working on getting to full strength.	12/1/2017 9:55 AM
3	I believe the Board understands the ABF mission.	11/29/2017 2:16 PM
4	Board items should be referenced to the plan points	11/28/2017 9:21 PM

#	COMMENTS FOR "UNDERSTANDING AND FOLLOWING OUR STRATEGIC PLAN "	DATE
1	Continuing fundraising from AAN members, in addition to pivoting to the public, is part of our strategic plan. Some board members have not understood that, though I think things are changing for the better.	12/1/2017 3:43 PM
2	We could do better	11/29/2017 2:16 PM

#	COMMENTS FOR "FINANCIAL OVERSIGHT"	DATE
1	Some training on how to read ABF's financial statements might be in order, so that board members can be more engaged in this part of our work.	12/1/2017 3:43 PM
2	I think we do a pretty good job of this as well.	11/29/2017 2:16 PM

#	COMMENTS FOR "LEGAL AND ETHICAL OVERSIGHT"	DATE
	There are no responses.	

#	COMMENTS FOR "PROVIDING GUIDANCE AND SUPPORT TO THE CHIEF EXECUTIVE"	DATE
1	The chief executive receives some mixed messages from the Board vs. the Committees.	12/1/2017 9:55 AM
2	I think the overall board could always do better	11/29/2017 2:16 PM

#	COMMENTS FOR "UNDERSTANDING THE BOARD'S ROLES AND RESPONSIBILITIES"	DATE
1	Board members have been pitching in a little more consistently on fundraising, but could do better.	12/1/2017 3:43 PM
2	I believe that this is an area that will continue to evolve as the ABF continues to mature	11/29/2017 2:16 PM

#	COMMENTS FOR "THINKING STRATEGICALLY"	DATE
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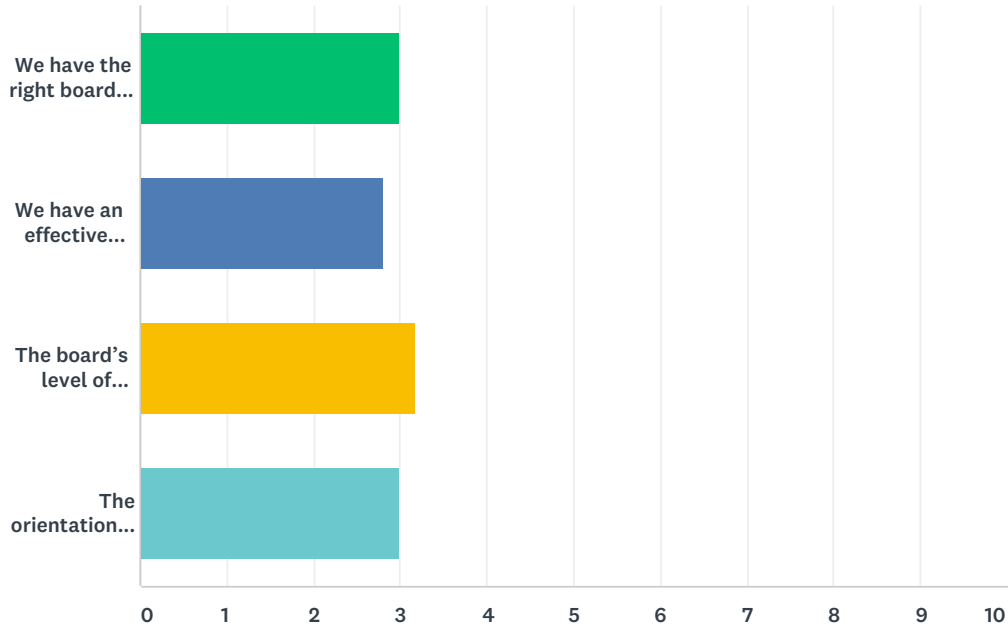
## 2017 Board Assessment Survey

1	The board has some tendency to slip into tactical discussions as opposed to focusing on strategy.	12/1/2017 3:43 PM
2	We are getting better at this.	11/29/2017 2:16 PM
3	Mostly tactical and short sighted	11/28/2017 9:21 PM
4	Need more public business/marketing presence	11/28/2017 4:14 PM
<b>#</b>	<b>COMMENTS FOR "LEVEL OF COMMITMENT AND INVOLVEMENT"</b>	<b>DATE</b>
1	Many many are level A but a few at C level, ergo: B	12/7/2017 1:18 PM
2	Board members show commitment by saying yes to requests from staff for help. I hope that for 2018 board members will make clear commitments for the year so that their participation is more consistent.	12/1/2017 3:43 PM
3	Commitment good, involvement episodic	11/28/2017 9:21 PM
<b>#</b>	<b>COMMENTS FOR "MONITORING ORGANIZATIONAL PERFORMANCE AND IMPACT "</b>	<b>DATE</b>
1	Needs to be constantly compared to strategic plan and rarely is	11/28/2017 9:21 PM
<b>#</b>	<b>COMMENTS FOR "KNOWLEDGE OF OUR PROGRAMS"</b>	<b>DATE</b>
1	personally I feel weak in this area.	12/7/2017 1:18 PM
<b>#</b>	<b>COMMENTS FOR "INCREASING THE DIVERSITY OF THE BOARD"</b>	<b>DATE</b>
1	There's room for increase diversity but I feel there's an awareness of that need and it will be addressed.	12/9/2017 5:23 PM
2	It's not diverse enough, but is getting much better	11/29/2017 2:16 PM
<b>#</b>	<b>COMMENTS FOR "WORKING WITH THE GOVERNANCE COMMITTEE TO IDENTIFY AND RECRUIT NEW BOARD MEMBERS "</b>	<b>DATE</b>
	There are no responses.	
<b>#</b>	<b>COMMENTS FOR "PUBLIC OUTREACH AND ADVOCACY"</b>	<b>DATE</b>
1	There's room for improvement	12/9/2017 5:23 PM
2	not as clear how much info we are getting to the general public	12/7/2017 11:22 AM
3	The board has not made a decision to be involved in policy advocacy, so is not expected to do this. It would be good for each board member to have a plan for plugging the ABF in the context of their regular activities.	12/1/2017 3:43 PM
4	Could always do better	11/29/2017 2:16 PM
5	Need defined marketing campaigns and more content	11/28/2017 4:14 PM
<b>#</b>	<b>COMMENTS FOR "FUNDRAISING"</b>	<b>DATE</b>
1	It seems like there is some reticence to be consistently involved in fundraising. This may be due to misperceptions about what is expected of them.	12/1/2017 3:43 PM



## Q2 How strongly do you agree or disagree with the following statements?

Answered: 11 Skipped: 0

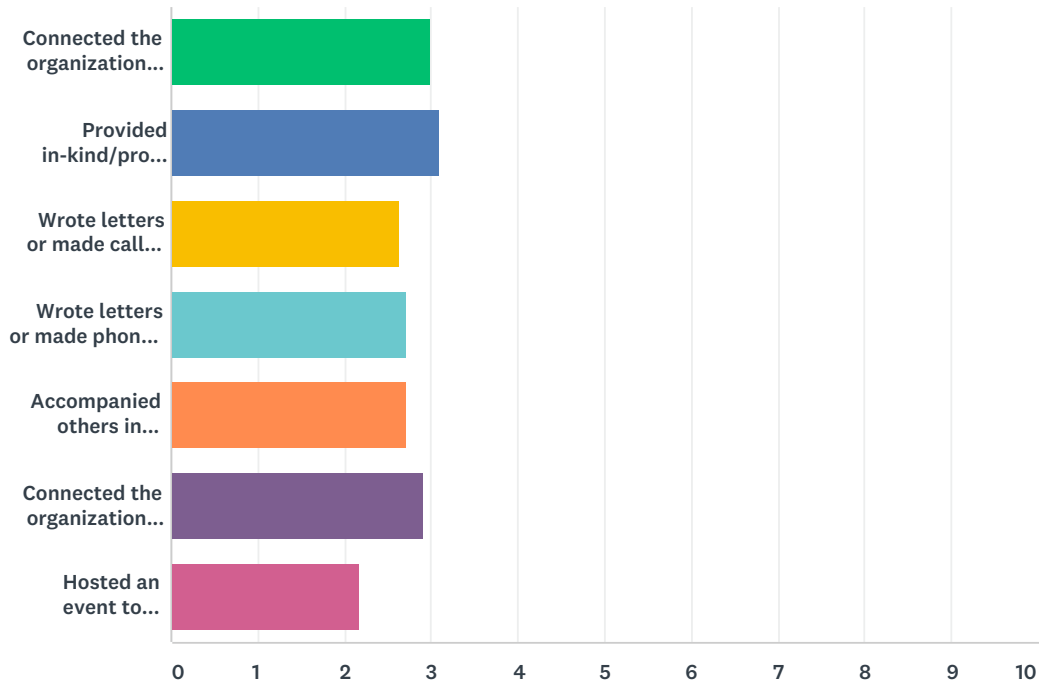


	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
We have the right board members to effectively oversee and govern the organization.	18.18% 2	63.64% 7	18.18% 2	0.00% 0	0.00% 0	11	3.00
We have an effective process in place for succession of board officers.	0.00% 0	72.73% 8	18.18% 2	0.00% 0	9.09% 1	11	2.80
The board's level of financial expertise is sufficient to monitor the organization's financial health.	27.27% 3	63.64% 7	9.09% 1	0.00% 0	0.00% 0	11	3.18
The orientation process is effective and enables board members to get "up-to-speed" quickly.	18.18% 2	54.55% 6	18.18% 2	0.00% 0	9.09% 1	11	3.00

#	COMMENTS:	DATE
1	More attention could be given to acclimating new board members. Things like the new member's preferred method of communication, do they have an assistant who is actually getting the emails and not them. Maybe after an initial discussion to review everything there is a follow up phone call 2 weeks later for any further questions/thoughts.	12/7/2017 1:18 PM
2	I don't know about the orientation process.	12/1/2017 9:55 AM

### Q3 When thinking about 2017 fundraising, indicate what portion of board members participated in the following efforts.

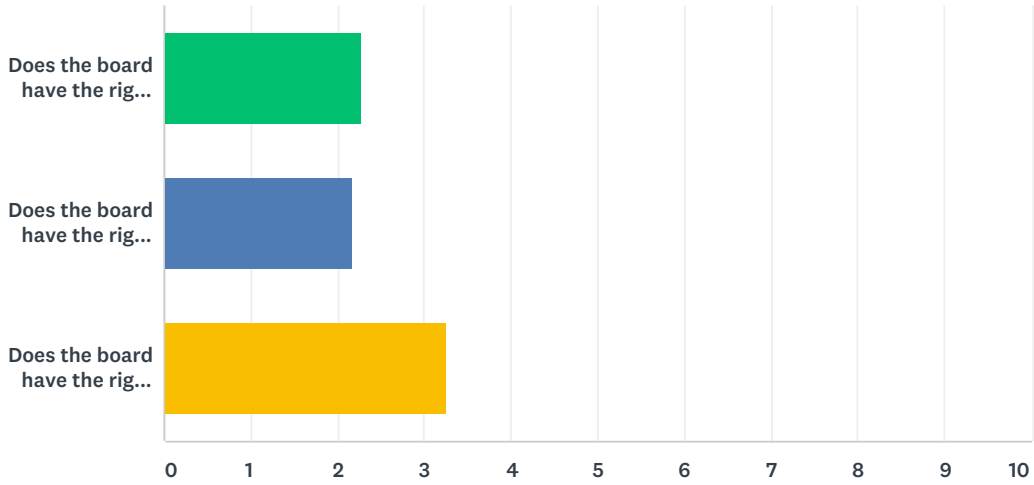
Answered: 11 Skipped: 0



	ALMOST ALL	SOME	VERY FEW	NONE	TOTAL	WEIGHTED AVERAGE
Connected the organization to foundation and corporate leaders.	9.09% 1	81.82% 9	9.09% 1	0.00% 0	11	3.00
Provided in-kind/pro bono professional services to the organization.	18.18% 2	72.73% 8	9.09% 1	0.00% 0	11	3.09
Wrote letters or made calls to thank donors.	9.09% 1	45.45% 5	45.45% 5	0.00% 0	11	2.64
Wrote letters or made phone calls to potential donors.	9.09% 1	54.55% 6	36.36% 4	0.00% 0	11	2.73
Accompanied others in making the "ask" for the organization.	0.00% 0	81.82% 9	9.09% 1	9.09% 1	11	2.73
Connected the organization to high net worth individuals.	0.00% 0	90.91% 10	9.09% 1	0.00% 0	11	2.91
Hosted an event to cultivate potential donors.	0.00% 0	36.36% 4	45.45% 5	18.18% 2	11	2.18

### Q4 When thinking about the organization’s board, to what extent:

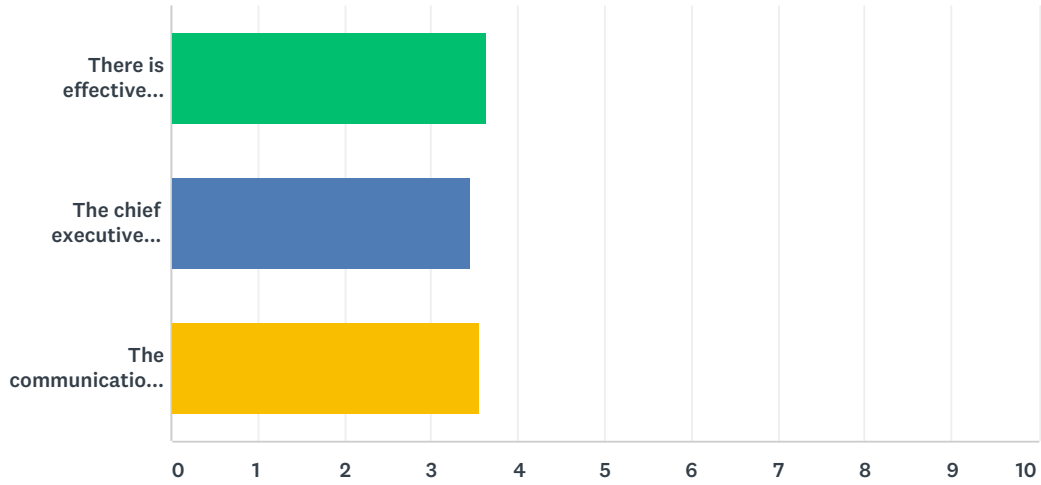
Answered: 11 Skipped: 0



	VERY GREAT EXTENT	GREAT EXTENT	SOME EXTENT	NOT AT ALL	TOTAL	WEIGHTED AVERAGE
Does the board have the right composition to connect the Foundation to high net worth individuals?	0.00% 0	27.27% 3	72.73% 8	0.00% 0	11	2.27
Does the board have the right composition to connect the Foundation to corporate and foundation leaders?	0.00% 0	27.27% 3	63.64% 7	9.09% 1	11	2.18
Does the board have the right composition to appeal to the AAN membership to give support?	36.36% 4	54.55% 6	9.09% 1	0.00% 0	11	3.27

### Q5 How strongly do you agree or disagree with the following statements?

Answered: 11 Skipped: 0



	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	N/A	TOTAL	WEIGHTED AVERAGE
There is effective collaboration between the chief executive and the board on major decisions.	63.64% 7	36.36% 4	0.00% 0	0.00% 0	0.00% 0	11	3.64
The chief executive actively involves the board in leading the organization.	45.45% 5	54.55% 6	0.00% 0	0.00% 0	0.00% 0	11	3.45
The communication between the chief executive and the board is open and honest.	54.55% 6	45.45% 5	0.00% 0	0.00% 0	0.00% 0	11	3.55

## Q6 Please share any further comments or questions about improving the effectiveness of our board.

Answered: 2 Skipped: 9

#	RESPONSES	DATE
1	We need more public members.	11/29/2017 6:19 AM
2	Need to move to a public board and manage organization to track strategic goals	11/28/2017 9:21 PM