



**American Brain Foundation
Strategic Planning Committee Meeting
February 12, 2018**

**11:00 a.m. EST/10:00 a.m. CST/9:00 a.m. MST/8:00 a.m. PST
By Telephone Conference Call**

In attendance: Lisa Shulman, MD; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA; A. Gordon Smith, MD

Staff: Jane Ransom, Shelly Collins Rucks, Natalie Baumgartner

Excused: Kevin Goodno, Ben Utecht

- 1) Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- 2) Approval of Meeting Minutes from January 8, 2018: Dr. Shulman requested committee approval for the previous Strategic Planning Committee's meeting. Approval was unanimous.
- 3) 2017 Scorecard: The Scorecard now has 2 columns, one from January 8 and the other from February 8. The February column has final 2017 numbers, most of which have not significantly changed. Under Strategic Goal #3, the restricted and operating funds went up. The new total funds increased. The number of new donors increased, which brought us over the threshold, and the number of AAN donors increased by about 100 people, which still left us under the threshold. The number of public donors increased and exceeded the threshold. These are all positive changes, but none of them changed the report fundamentally.

The Committee questioned the use of target and maximum goals. They noted that the AAN only has a target and forgoes the others. The Foundation's scorecard is modeled on the AAN's scorecard. This is something that Ms. Ransom and Dr. Smith will investigate. The Board realized that the match for Total Funds Raised was inaccurate under January 8.

- 4) Proposed 2018 Scorecard: Ms. Ransom explained the Basis table to the Committee, which allows the Foundation to document the rationale behind the threshold with 3% over the threshold being the target, and 5% over the threshold being the max. Strategic Goal #1, 1A, 1 was set by the Compensation Committee and does not reflect this pattern. Many of the thresholds are based on 2017 actuals. It might be useful to reconsider this basis.
 - a) **Strategic Goal #1:** The Committee walked through each metric, but noticed that "the number of crowdfunding/website donors" in #1A, 2 does not align with the overall goal of documenting crowdfunding since it includes general website donors. They also acknowledged that the "amount raised in crowdfunding" goal does not align with the

number of crowdfunding and website donors expected. What would the average donation be? Ms. Ransom explained that the staff already has \$80,000 raised for the crowdfunding site, so the staff wanted to make the goal a stretch. The Committee acknowledged that the average donation for 317 donors to reach \$30,000 would be \$800 per person. Perhaps the goal for website donors is too modest, but the metric should reflect the goal.

The Committee questioned if the Foundation might be able to utilize *Neurology Now* to better advertise the crowdfunding site. Ms. Ransom stated that the new *Brain & Life* website for patients will advertise the crowdfunding site on all disease-specific information pages, but they will not do the same in the print magazine.

For Strategic Goal 1B, the money granted for CRTS/CSDA's will not change because the threshold is based on contracts signed for 2018. Having 3% or 5% over threshold is irrelevant. The Committee discussed removing this metric from the Scorecard if it is finite. Additionally, they requested having a metric for the money raised for CRTS/CSDA's.

- b) **Strategic Goal #2:** The survey from the AAN Insights team came back. 28% of the public say they know someone with brain disease prior to seeing a list of brain diseases. The Foundation also took the pageviews and increased them a bit.

The Committee agreed that this goal is more abstract for the members than the rest. Ms. Ransom mentioned that the marketing coordinator would be utilizing metrics of her own to establish goals for the Foundation. The Committee agreed that the conversion number in Strategic Goal 1A should match the conversions.

- c) **Strategic Goal #3:** The total funds raised goal for 2018 is set at \$3.4 million, with \$1.5 million going to operating costs. The goal is lower than what was achieved in 2017 because more staff time will be needed this year to devote to operational fundraising, which is more time intensive.

The Committee agreed that CRTS/CSDA's should be another line item under Total Funds Raised.

- d) **Strategic Goal #4:** The AAN Insights team gave the Foundation a threshold for general AAN Membership awareness of the Foundation. Everything else is coming from 2017 actuals.

The Committee questioned the number of AAN staff donating to the Foundation. They felt that in the past, the number has been higher. Ms. Rucks explained that there may be external factors for the drop, such as the staff fluctuates. The Committee asked if this is a meaningful metric that staff is putting time into. Ms. Rucks stated that the staff has a campaign, and it is not a passive metric.

- 5) Governance Committee thoughts about role of Strategic Planning Committee: The Governance Committee has been discussing how each committee can evolve. Board

meetings tend revolve around tactical discussions, which should be held at the committee level. How does this committee help elevate board discussions to a strategic level?

Dr. Smith suggested that tactical discussions may be the result of the Strategic Planning Committee's (SPC) report being early in Board meetings. It might be useful to model the SPC after AAN's Strategic Planning Committee.

The Committee agreed that the tactical discussions were a problem, but questioned if moving away from these discussions could be better mediated by the Board Chair and Executive Director. Dr. Shulman and Jane Ransom have been discussing a way to more intentionally link to the Strategic Planning Committee report and the Executive Director report. There was some caution about modelling the ABF's processes after the AAN's because the Foundation does not have the vast numbers of staff and volunteers to support processes as the AAN does. Many Board members are on more than one committee.

Adjourn 11:03 am CT