

Strategic Planning Committee

Meeting of October 10, 2016

9:45 a.m. EST/8:45 a.m. CST/7:45 a.m. MST/6:45 a.m. PST

By Telephone Conference Call

**Call-in number: 866-740-1260**

**Access code: 9286317**

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*The purpose of the Strategic Planning Committee (SPC) is to develop and monitor the execution of the Foundation's strategic plan, on behalf of and in consultation and collaboration with the ABF Board, executive staff and ABF stakeholders. In doing so, the SPC will identify key strategic goals and establish the metrics through which progress will be measured. On the basis of this work, the SPC may recommend course corrections or revisions to the ABF's mission, metrics and vision from time-to-time.*

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**Committee Members:** Lisa Shulman, MD, Chair; Kevin Goodno *ex officio*; Jane Ransom *ex officio*; Jeffrey Rosenfeld, MD; Martin Shenkman; Gordon Smith, MD; Ben Utecht

AGENDA

- 8:45 CST Welcome and review objectives for today's meeting (*Lisa Shulman*)
- Finalize Committee Statement of Purpose
  - Finalize Board Score Card
  - Identify Areas for Target-Setting and Benchmarking
- 8:50 Summarize Shared Documents (*Jane Ransom*)
- Updated Score Card
  - 2017 Activities Timeline
- 9:00 Finalize Board Score Card (*Lisa Shulman*)
- 9:10 Benchmarking and Target-Setting (*Lisa Shulman*)
- 9:45 Adjourn



**American Brain Foundation  
Strategic Planning Committee Meeting  
Monday, August 15, 2016  
Held via Teleconference**

**Call to order:** Monday, August 15, 2016 at 8:48 a.m. CST by Lisa Shulman, MD, Chair.

**In attendance:** Lisa Shulman, MD, Chair; Jeffrey Rosenfeld, MD; Kevin Goodno; Martin Shenkman, MD; Ben Utecht

**Staff:** Jane Ransom; Suzi Sherman; Kristi Benson

**Excused:** Gordon Smith, MD

1. Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
2. **ABF Score Card:** Ms. Ransom reviewed the draft ABF Score Card. The draft was written with ABF board input in mind which was to focus on just a few measurable (outcome-based) metrics
  - a) Research Clearinghouse
    - a. On the one hand, participants discussed whether it would be possible to have metrics that reflect the stages of activity that it will take to arrive at having a functioning crowdfunding platform. On the other hand, the metrics shown in the draft should be measurable if we successfully establish a Functioning crowdfunding platform.
  - b) Public Engagement
    - a. Increased site traffic and increased site conversion should be in numbers rather than percentage
  - c) Philanthropy
    - a. Remove "new from metric 3 so it measures number of donors as a whole
    - b. Should new fundraising initiatives be reflected or only outcomes? This was similar to the discussion on the research strategy. Ms. Ransom noted that she will be presenting 2017 fundraising initiatives to the board in September. This will help them understand the activities related to the outcomes in the scorecard.
  - d) Aligned Leadership
    - a. Metric 3 will be removed as this is not a priority at this time
    - b. These metrics are focused on the engagement of the AAN membership and not the partnership between the leadership of the ABF/AAN.
3. **Revise Committee Statement of Purpose:** Ms. Ransom shared a draft proposal of the committee statement of purpose. Dr. Shulman suggested adding in "metrics" revisions to the last sentence: "On the basis of this work, the SPC may recommend course corrections or revisions to the ABF's mission, metrics, and vision from time-to-time." Dr. Shulman will re-draft.

4. **Future Meeting Dates:** The Committee accepted a proposal of adjusting future meeting dates to be every other month, instead of monthly. Ms. Sherman will cancel the remaining meetings, while Ms. Benson will reschedule for every other month. Ms. Benson will also send an email to the committee members with the updates.

Adjourned at 9:45 a.m. CST.

DRAFT

**ABF Board Score Card – 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	Target
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	Target
1. Stakeholder awareness and engagement	<i>ED to propose target 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	Target
1. Total funds raised	<i>ED to propose target</i>
2. Major donor pipeline value	<i>ED to propose target</i>
3. Number of new donors	<i>ED to propose target</i>
4. Number of donors	<i>ED to propose target</i>

**A Thriving Partnership:** Align the goals and leadership of the AAN and ABF.

Outcomes	Target
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</i>
3. Number of AAN staff donating to the ABF	<i>ED to propose target</i>
4. New money raised for AANI research agenda	<i>ED to proposed target</i>

**2017 Activities Timeline**

<b>INITIATIVE</b>		<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>
<b>RESEARCH</b>	Test Beta Version of Crowdfunding Platform	<b>X</b>			
	Launch Final Version of Crowdfunding Platform			<b>X</b>	
<b>PUBLIC ENGAGEMENT</b>	Multi-Year Marketing Plan Completed	<b>X</b>			
	Implement Year 1 of Marketing Plan	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>FUNDRAISING</b>	20 Major Donors Visits per Month	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	1 Board- or Ambassador-Hosted Cultivation Event Per Quarter	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	Grantseeking for AAN Research Program (CRTS and CSDA)	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	Grantseeking from Corporations & Foundations	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

	<b>Annual Fund Campaigns:</b> <ul style="list-style-type: none"> <li>• New Year</li> <li>• Mid Year</li> <li>• Year End</li> <li>• Employee Giving</li> </ul>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
	<b>Board Campaign</b>			<b>X</b>	
	<b>Standing Strong</b>				<b>X</b>
	<b>Commitment to Cures/Annual Meeting</b>		<b>X</b>		
<b>ALIGNED LEADERSHIP</b>	<b>Principles of Joint Collaboration Adopted</b>	<b>X</b>			
	<b>Management Services Agreement in Place</b>	<b>X</b>			