



**American Brain Foundation
Strategic Planning Committee Meeting
October 10, 2016
Held via Teleconference**

Call to order: Monday, October 10, 2016 at 8:45 a.m. CST by Lisa Shulman, MD, Chair.

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

Staff: Jane Ransom; Kristi Benson

Excused: Suzi Sherman

- Welcome and introduction of attendees: Dr. Shulman welcomed everyone and discussed the agenda and objectives for the meeting.
- Finalize Committee Statement of Purpose: The original statement of purpose did not include monitoring the Strategic Plan. Ms. Ransom will send Dr. Shulman a copy of the Statement of Purpose so that she can edit it. There were no objections or concerns.
- Summarize Shared Documents:
 - Updated Score Card: Ms. Ransom shared the updated Board Score Card. The changes included restating the last strategy to have the part about partnership first and the part about alignment second. Numbers three and four under the fourth goal "A Thriving Partnership" have been added: Number of AAN staff donating to the ABF and New money raised for AANI research agenda. At the September Board meeting there was a question about how we set a target for something we haven't done yet. There was a suggestion to indicate benchmarking in those items. The crowdfunding strategy areas will be benchmarked in 2017.
 - 2017 Activities Timeline: This will help to show why and when the ABF would be setting a benchmark or not.
- Finalize Board Scorecard: Dr. Shulman asked the committee to provide feedback on the current scorecard. The committee discussed:
 - **Whether goals should be weighted:** *The weighting of goals will be set by the Compensation Committee in establishing incentives for the Executive Director.*
 - **Whether the goals should be tiered:** *Goals will be tiered at "threshold", "target", and "maximum" levels.*
 - **Allocation of resources relative to goals:** *The 2017 budget and budget narrative will show how we are investing to reach the goals. The board will*

see that the largest monetary investments are in the marketing, philanthropy, and public engagement goals.

- **Board use of the score card:** *Now that we've got a score card, the Board should shift focus to oversight of the dashboard—to look for good quick indicators on how the organization is doing--as opposed to the micro-level.*
 - **Measuring outcomes that cannot be measured in dollars:** *To measure items such as awareness, we will need to rely on tools such as surveys.*
 - **Final changes to score card:**
 - Add the term "Public" to outcome #1 under Public Engagement
 - Break out AAN members v. public in the Philanthropy strategy.
-
- Adjourn: 9:32 a.m.

DRAFT