

American Brain Foundation
Strategic Planning Meeting Summary
November 5, 2015

Attendees: Jane Ransom; A. Gordon Smith, MD; Ben Utecht; Jeffrey Rosenfeld, MD; Martin Shenkman, CPA; Lisa Shulman, MD; Suzi Sherman

Excused: Kevin Goodno

Guests: Gail Thomason; Kathy Henrichs; Linda Hall

Purpose of Strategic Planning Committee

Members discussed and approved of the written purpose of the committee:

The purpose of the Strategic Planning Committee (SPC) is to develop, on behalf of and in consultation and collaboration with ABF Board, executive staff, and the broader ABF community, a five year strategic plan for the foundation. In doing so, the SPC will review and recommend revisions to the ABF's mission and vision as necessary, as well as identify key strategic goals and actions that the ABF should focus on over the next five years.

Strategic Planning Process Flowchart

Jane Ransom discussed the flowchart outlining our strategic planning process, pointing out how the committee and full board will be consulted at critical issues. She reviewed what is happening currently with respect to each of the three critical issue planning areas:

- ABF Program/Funding Focus – The Research Advisory Committee has meetings coming up in December and January. They are working on a template for high-risk research funding. Dr. Griggs is attending a meeting of the AAN Science Committee in January to share the committee's tentative thoughts.
- Philanthropic Assessment – Staff is vetting proposals received in response to the ABF's RFP.
- Business Model - Henrichs & Associates will be conducting interviews with AAN/ABF leaders and with external organizations (other medical research foundations and voluntary health organizations) to determine best practices upon which to found the ABF's business model.

Committee members asked to review the Alford Group report which recommended the strategic planning now underway. Jane Ransom promised to distribute it after the meeting.

Meeting Schedule

Dr. Shulman would like the committee to meet once a month by conference call and also once in person in February or March. The ABF staff will be polling members to determine the meeting dates and times.

- In person meeting in early Feb
- Monthly conference calls

Problem Statement

The problem statement is only for internal use to make sure we agree on the problem we are trying to solve through strategic planning. Committee members suggested a bit more editing.

Business Model - Environmental Scan

Kathy Henrichs and Gail Thomason of Henrichs & Associates shared the list medical research foundations and voluntary health organizations they plan to interview as well as the list of questions they'll be using. It was suggested and agreed that they should add the American Brain Injury Association to the list.