

American Brain Foundation  
Strategic Planning Committee Summary  
December 14, 2015

**Attendees:** Kevin Goodno; Jeffrey Rosenfeld, MD, PhD, FAAN; Martin Shenkman, CPA; Lisa Shulman, MD, FAAN, Chair; A. Gordon Smith, MD, FAAN; Ben Utecht

**Staff:** Jane Ransom; Suzi Sherman

**Welcome and review of objectives for meeting**

**Calendar:** Confirmed the meeting schedule and Dr. Shulman noted that an in-person meeting is going to be scheduled for February/March.

**Update on Strategic Planning Activities:** Jane provided an update on the Strategic Planning process.

- **ABF Program/Funding Focus:** The Research Advisory Committee had a call on 12/7 and will have another one on 1/4/16. On their 12/7 call they discussed how to take their research funding ideas and create messaging that can be applied to marketing pieces that ABF staff can share with donors and prospective donors at meetings.
- **Philanthropic Assessment:** The ABF hired Carter Companies to conduct the philanthropic assessment. Jane introduced Lela Diaz, from Carter Companies, and they shared that they are creating a 3-4 page case statement that will be used at meetings with prospective donors and major donors and corporations to get reactions and responses to the specific program ideas. Their responses will be shared with the Research Advisory Committee to help guide their funding priorities. The committee will have a special call at the end of December to discuss and provide feedback on the drafted case statement.

Lela will interview members of the committee in the coming weeks.

- **Business Model:** The business model assessment is underway and all of the interviews with individuals are complete. Henrichs & Associates is now working on getting interviews with medical research foundations and volunteer health organizations scheduled.
- **Signature Program:** In the Alford Group's report, they suggested the ABF consider funding a signature program – to take one issue and raise it up in the public eye to raise awareness about the foundation.

Jane and Ben suggest this committee consider funding a signature program around traumatic brain injury and concussion education for youth sports.