



**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; 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