



Strategic Planning Committee  
 Meeting of April 17, 2017  
 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**  
**Chair: 4040**

*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. The SPC will identify key strategic goals and establish outcome metrics. The SPC may recommend course corrections or revisions to the ABF's mission, metrics and vision from time-to-time.*

<b>Committee Members</b>	Lisa Shulman, MD, FAAN; Kevin Goodno; Jeffrey Rosenfeld, MD, PhD, FAAN; Martin Shenkman, CPA, MBA, PFS, AEP, JD; A. Gordon Smith, MD, FAAN; Ben Utecht
<b>Staff</b>	Jane Ransom, Natalie Baumgartner

	<b>AGENDA ITEM</b>	<b>PRESENTED BY</b>
8:45 CST	<b>Welcome and review objectives for today's meeting</b> <ul style="list-style-type: none"> <li>Review Board Scorecard for 2017, 1<sup>st</sup> Quarter</li> </ul>	Lisa Shulman
8:50	<b>Approve minutes from October 10, 2016 meeting</b>	
8:55	<b>Summarize Shared Documents</b> <ul style="list-style-type: none"> <li>Updated Scorecard</li> </ul>	Jane Ransom
9:05	<b>Discussion</b> <ul style="list-style-type: none"> <li>Insights and issues to the Board of Directors for Board review of scorecard</li> </ul>	Lisa Shulman
9:50	<b>Adjourn</b>	



**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.
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- Adjourn: 9:32 a.m.

DRAFT

**ABF Board Scorecard – 2017**

Strategic Goal #1	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	Actual	Threshold	Target	Max.
1. Number of peer-reviewed proposals posted on crowdfunding platform	2	10	25	50
2. Number of crowdfunding donors	NA	Benchmarking during 2017		
3. Amount of money granted to defeat brain disease	NA	Benchmarking during 2017		
Strategic Goal #2	Public Engagement: Build the ABF brand around our unique niche.			
Outcomes	Actual	Threshold	Target	Max.
1. Stakeholder awareness <sup>i</sup>		See endnote		
2. Increased site traffic <sup>ii</sup>		Benchmarking during 2017		
a. Users	a. 13,721			
b. Pageviews	b. 29,185	50,000	75,000	100,000
a. Increased site conversion (from visitor to donor)	NA	Benchmarking during 2017		
Strategic Goal #3	Philanthropy: Develop full-fledged public support and deepen giving from AAN members			
Outcomes	Actual	Threshold	Target	Max.
1. Total funds raised				
a. Restricted	a. \$201,492	--	\$ 480,000	\$ 937,000
b. Unrestricted / Operating	b. \$ 71,192	\$1,350,000	\$1,350,000	\$1,350,000
TOTAL	\$272,684	\$1,350,000	\$1,830,000	\$2,287,000
2. Major donor pipeline value				
a. Number of major donors solicited	a. 5	a. 20	a. 30	a. 40
b. Gift amount asked	b. \$100,000	b. \$250,000	b. \$500,000	b. \$1,000,000
3. Number of new donors	229	900	990	1188
4. Number of donors				
a. AAN members	a. 528	a. 1,830	a. 2,013	a. 2,416
b. Public	b. 186	b. 450	b. 495	b. 594

**Commented [JR1]:** When the McKnight Brain Research Foundation and Mary Goff Trust gifts are booked, these numbers will change as follows:

a. Restricted	\$1,961,492
b. Unrestricted/Operating	<u>236,192</u>
TOTAL:	\$2,197,684

Strategic Goal #4	A Thriving Partnership: Align the goals and leadership of the AAN and ABF.			
Outcomes		Threshold	Target	Max.
1. Number of AAN members who are aware of the ABF <sup>iii</sup>		See endnote – measured annually December 2017		
2. Number of AAN members donating to the ABF	528	See 4a above.		
3. Number of AAN staff donating to the ABF	28%	50%	70%	90%
4. New money raised for AANI research agenda- i.e., projected # of CRTS contracts signed by the end of the year.	3	10 <sup>iv</sup>	12	14

**Commented [JR2]:** 3 contracts signed inclusive of 5 CRTS's.

**<sup>i</sup> Brain Disease - Public Understanding**

Baseline: 59.64%

Benchmark: 64.9% ± 4.23%

**ABF - Public Awareness**

Baseline: 3.27%

Benchmark: 6.33% ± 2.15%

**<sup>ii</sup> Based upon current ABF website. New website to be launched in Q2.**

**<sup>iii</sup> ABF - AAN Awareness**

Baseline: 77%

Benchmark: 80.29% ± 2.62%

<sup>iv</sup> The threshold number was suggested to us by the Academy when the ABF took over a portion of CRTS fundraising.