



AMERICAN BRAIN FOUNDATION

Governance Committee

May 18, 2020

9:00 a.m. CST

Video/Conference Call

Committee Members	Kevin Goodno, Chair; Susan Schneider Williams, BFA; Frances Jensen, MD; Ben Utecht David Dodick, MD;
Staff	Jane Ransom, ED; Kim Howard

	AGENDA ITEM <i>*Indicates Board Action Needed</i>	PRESENTED BY
9:00	Call to Order	Kevin Goodno, Chair
9:05	Approval of the April 20, 2020 Minutes	Kevin Goodno
9:10	Status of candidates: Sarofim, Koroshetz	Jane Ransom, David Dodick, MD
9:20	Building recruitment pool: Review draft survey	Jane Ransom
9:30	New business	Kevin Goodno
9:40	Adjourn	Kevin Goodno

Other Materials:

- Minutes of April 20, 2020 (pg. 2)
- Draft recruitment survey (pg. 3)



**American Brain Foundation
Governance Committee Meeting
April 20, 2020
9:00 a.m. CT
Video Conference Call**

In attendance: Kevin Goodno, Chair; Susan Schneider Williams, BFA; Frances Jensen, MD; Ben Utecht; David Dodick, MD

Staff: Jane Ransom, ED; Kim Howard

Mr. Kevin Goodno, Chair, called the meeting to order at 9:02 a.m. CT. The minutes of March 16, 2020 were approved unanimously.

Ms. Ransom discussed how recruitment has been done in the past, how the survey process has worked, and who we have surveyed.

The ABF Board Recruitment Priorities document was discussed to see if any changes need to be made in the following areas:

Skills/Experience/Expertise - The focus should be on fundraising, but we should get a good balance of the skills on the chart. The whole board needs to be enthusiastic and helpful with fundraising, but it does not mean fundraising is their profession.

Access/Connections – It was suggested that a category called “Influencer” be added to the list.

Major Donor Giving Capacity – It is a great added benefit to have someone with the potential to be a supporting donor.

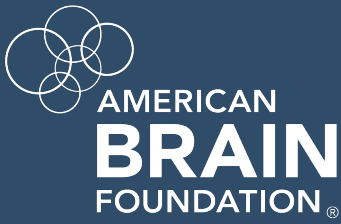
Connection with Mission – It is important that board members have a strong personal and/or professional connection to our mission.

Diversity – Geographically, we are focusing on a few cities with a high concentration of wealthy individuals, including New York, Houston, and the Bay Area. The board’s gender balance is improving. We are not doing as well with race/ethnicity, but we have improved. Having celebrities can be beneficial, but also executives at creative agencies, whose involvement with ABF can have a waterfall effect of all their clients.

Ms. Ransom then discussed the list of Recruitment Survey Recipients to see if any changes need to be made to those. Sending the survey to the American Brain Coalition as well as the American Neurological Association was suggested. Another idea is to approach some of our major donors for suggestions.

Regarding the timeline, Ms. Ransom said we would work towards having the surveys completed by the end of June and then start having conversations with people over the summer and into the fall.

Meeting Adjourned: 9:25 a.m. CT



American Brain Foundation Board Recruitment Survey

We are seeking your prospect recommendations for future members of the ABF Board of Directors.

Please recommend up to 3 public (i.e. non-neurologists) and 3 neurologist board prospects

- Please explain your relationship and reason for recommendation.
- Provide contact information (if possible).

First suggestion for a public board member (non-neurologist):

Name:

Reason for
recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your first public member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
- Current ABF Donor
- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

Second suggestion for a public board member (non-neurologist):

Name:

Reason for recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your second public member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
- Current ABF Donor
- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

Third suggestion for a public board member (non-neurologist):

Name:

Reason for recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your third public member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
- Current ABF Donor
- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

First suggestion for a neurologist board member:

***Cannot be a member of the AAN Board**

Name:

Reason for recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your first neurologist member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
- Current ABF Donor
- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

Second suggestion for a neurologist board member:

***Cannot be a member of the AAN Board**

Name:

Reason for recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your second neurologist member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
- Current ABF Donor
- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

Third suggestion for a neurologist board member:

***Cannot be a member of the AAN Board**

Name:

Reason for recommendation:

Relationship (if any):

Contact information:

Additional comments:

Please indicate which of the following characteristics, experiences, skills, expertise, or locations apply to your third neurologist member recommendation:

- Highly social
- Excellent communicator
- Leader/influential within the AAN or public sector
- Access/connections to affluent individuals
- Access/connections to corporations
- Access/connections to foundations
- Gender Diversity
- Race/ethnic diversity
- Age diversity
- Major donor capacity
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- Connected to the mission/vision of ABF
- Located in a city of high-wealth concentration (i.e. New York, San Francisco, LA, Chicago, DC, Houston, Dallas, Atlanta, Seattle, San Diego, or Boston)

Name (Optional). We hope you include your name for the purposes of following-up on your suggestions.