



**Compensation Committee  
December 8, 2020  
5:00 pm ET / 4:00 pm CT / 3:00 pm MT / 2:00 pm PT**

**Committee Members**

Kevin Goodno, Chair; Martin Shenkman; Jacqueline French, MD; Ben Lenail; David Dodick, MD

**Staff**

Jane Ransom, Deanna Ekholm, Kevin Myren, CFO; Kim Howard

	<b>AGENDA ITEM</b>	<b>PRESENTED BY</b>
4:00 pm CT	<b>Call to Order</b>	Kevin Goodno, Chair
4:05	<b>Approval of February 18, 2020 Minutes</b>	Kevin Goodno
4:10	<b>Executive Director 2020 Performance Review</b> <ul style="list-style-type: none"> <li>• Review Board Survey and Process</li> </ul>	Kevin Goodno/Deanna Ekholm
4:25	<b>2021 Board Scorecard Recommendation</b>	Jane Ransom
4:45	<b>2021 Incentive Goals Recommendation</b>	Jane Ransom
4:55	<b>Meeting of February 16, 2021</b> <ul style="list-style-type: none"> <li>• 2020 Scorecard final results</li> <li>• Recommend ED 2020 performance and compensation recommendation</li> <li>• Recommend 2020 staff incentive</li> </ul>	
5:00	<b>Adjourn</b>	
	<b>Materials:</b> Draft Meeting Minutes from February 18, 2020 - page 2 ED 2019 Performance Review: Board Survey – page 4 2021 Board Scorecard Recommendation – page 10 2020 Incentive Goals – page 11	



**American Brain Foundation  
Compensation Committee Meeting  
February 18, 2020  
4:00 p.m. CT  
Conference Call**

**In attendance:** Ralph Józefowicz, Chair; Martin Shenkman; Lisa Shulman, MD, Kevin Goodno

**Staff:** Jane Ransom, Deanna Ekholm, Tim Engel, CFO; Kim Howard

**Excused:** Tim Engel, CFO

The meeting was called to order at 4:00 pm CT by Dr. Ralph Józefowicz

The members approved the minutes of the December 9, 2019 meeting unanimously.

1. **2019 Incentive Results** – The ABF Scorecard results for 2019 were reviewed and were very positive. Below is a summary of the result for each of the 4 Strategic Goals.

Strategic Goal #1 Philanthropy: The total funds raised surpassed the maximum goal of \$3.6M coming in at \$3.8M. The amount raised for the traditional research fell short because the Alzheimer's grant for 1.5M that was expected has not yet come through yet. Three hundred major donors were solicited in 2019 more than doubling the maximum goal of 133 raising \$6M, short of our \$8.5M goal. The number of new donors came in at 1476 (goal 959-1007). The number of website donors also increased with a total of 698 (goal 336-353) The total number of donors was 3,276 (goal 2,717-2,853).

Strategic Goal #2 Research & Crowdfunding: The evaluation and strategy report for ABF research portfolio development was shared with the Research Chair December 15, 2019 and will be shared with the full Board on February 23, 2020. Money granted for CRTS/CSDA's was at \$2.3M, because no candidate was identified for MD CRTS, the \$155K could not be granted. The total money granted was \$2.6M and our goal was \$2.7M.

Strategic Goal #3 Public Engagement: The stakeholder awareness of what Brain Disease was 30% and the awareness of the ABF was 32%. The site traffic increased on our website, for users we ended at 55,235 (goal 36,750-47,775) and for pageviews we ended at 128,330 (goal 124,427-130,648). The site conversion moving someone from a visitor to a donor end at 1.26% (goal 0.98%-1.02%).

Strategic Goal #4 – A Thriving Partnership (AAN/ABF): A signed 5-year partnership agreement with the AAN was signed. The number of AAN member that are aware of the ABF came in at 70% (goal 75%-79%) and the number of AAN members donating to the ABF came in at 2,189 (goal 1,826-1,917). The percentage of the AAN Board members donating to the ABF was 71% (goal 85%-89%) and the percentage of the AAN staff donating to the ABF was 60% (goal 55%-57%).

2. **Draft 2020 Incentive Goals** – The draft 2020 incentive goals were reviewed and the only changes/corrections that were made were the following:
- Max for Public Engagement is not correct, it should be 75,396
  - Unrestricted Operating Grants should exclude any AAN Support and Planned Gifts

There was some discussion regarding the weighting, and it was decided that it was correct and no changes needed to be made.

Dr. Józefowicz asked Ms. Ransom to summarize her accomplishments and challenges for 2019. Ms. Ransom's accomplishments included the newly signed agreement between the AAN and ABF that has really brought us to a new level of support from the AAN, she referred to it as the ABF 2.0 and is very excited with where we are headed. She also mentioned we had an outstanding Commitment to Cures event and the stakeholders were much more involved than in the past and finally we increased our digital efforts with our success reflected in the scorecard. Ms. Ransom said the main challenge was she experienced a dramatic staff turnover for many understandable reasons. She said much of her focus for the year was hiring new staff and developing a new team that included team building efforts, engaging people and strategic engagement as well. Ms. Ransom also mentioned focusing heavily with the Board on 3-5 big wins.

3. **Executive Session – Executive Director 2019 Performance Review**



## 2019 ABF Executive Director Review

### Part A: Performance Ranking

Please use the following rating scale to complete this form. This section seeks your input on specific rating scale performance characteristics. Performance should be evaluated considering ABF priorities, resources, and organizational health.

All answers will remain confidential. They will be processed through ABF HR. If you have any questions or concerns, please email her at [dekholm@aan.com](mailto:dekholm@aan.com).

**(5) Outstanding** - Work performance is virtually flawless. Reserved for exemplary performance and exceeds expectations.

**(4) Excellent** - Work performance is superior. Performance is noticeably better than competent.

**(3) Good** - Work Performance is consistently satisfactory. Employee is effective in fulfilling position responsibilities.

**(2) Fair** - Work performance is handled reasonably well, but there are areas where improvement is needed.

**(1) Unsatisfactory** - Work performance does not meet acceptable standards.

**(N/A) Not observed/No Opinion** - Reviewer does not feel qualified to provide a ranking in this area.

#### 1. Professional Leadership

(5)	(4) Excellent	(3) Good	(2) Fair	(1)	(N/A) Not observed/No opinion
Outstanding				Unsatisfactory	

(N/A) Not  
observed/  
No opinion

(5) Outstanding (4) Excellent (3) Good (2) Fair (1) Unsatisfactory

a. Demonstrates  
commitment to  
improving the ABF

b. Encourages  
innovation and is  
amenable to  
change

c. Creates a  
favorable image of  
the ABF with the  
AAN and  
other foundations  
and non-profits

d. Provides  
guidance on  
helping the ABF  
reach its  
organizational  
potential

e. Works to build  
consensus on key  
ABF issues and  
challenges

f. Promotes  
professionalism  
through ABF  
programs and  
services

g. Works to  
develop a thriving  
partnership  
between the ABF  
and AAN

Other (please specify)

**2. Volunteer Relations/Governance**

	(5) Outstanding	(4) Excellent	(3) Good	(2) Fair	(1) Unsatisfactory	(N/A) Not observed/ No opinion
a. Provides support to the Board of Directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Provides guidance to the Board of Directors on policy and program issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Establishes and maintains good working relationships with the Board of Directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Leads and mentors staff to identify and work with donors to raise funds for the ABF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Is able to bring closure to successful negotiations with donors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**3. General Administration/Management**

	(5) Outstanding	(4) Excellent	(3) Good	(2) Fair	(1) Unsatisfactory	(N/A) Not observed/ No opinion
a. Displays working knowledge of non-profit management principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	(5) Outstanding	(4) Excellent	(3) Good	(2) Fair	(1) Unsatisfactory	(N/A) Not observed/ No opinion
b. Assumes responsibility for making decisions within policy framework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Demonstrates ability to set priorities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Anticipates problems and is resourceful in dealing with them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Deals effectively with pressure circumstances/situations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Manages financial resources to achieve ABF goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Organizes staff structure to meet the needs of the ABF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Recruits and retains competent staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Communicates effectively - in writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. Communicates effectively - verbally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

**4. Personal Qualities**

	(5) Outstanding	(4) Excellent	(3) Good	(2) Fair	(1) Unsatisfactory	(N/A) Not observed/ No opinion
a. Is open minded and skilled in listening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(N/A) Not  
observed/  
No opinion

(5) Outstanding (4) Excellent (3) Good (2) Fair (1) Unsatisfactory

b. Is sensitive to,  
and considerate of  
others

c. Demonstrates  
integrity and  
loyalty

d. Fosters positive  
interaction with  
others

e. Possesses the  
ability to get along  
well with people

f. Invites and  
accepts  
constructive  
criticism

g. Displays vigor,  
energy, and  
enthusiasm

h. Exhibits a  
professional  
appearance

i. Maintains  
positive approach  
in difficult times

Other (please specify)

**5. What are the Executive Director's most significant accomplishments in the past year?**



**6. What are the greatest strengths of the Executive Director?**

**7. What are the Executive Director's areas of needed improvement?**

**8. Please add any comments, recommendations, or suggestions you feel might be helpful to the Executive Director during the next year**

Done

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## DRAFT 2021 Scorecard - Fundraising

Strategic Goal #1	FUNDRAISING					2021 Goal Setting	
Outcomes	2021 Actuals		Threshold	Target	Maximum	Target	Maximum
1. Total funds raised							
a. Restricted			\$4,314,666	\$4,530,399	\$5,393,333	5%	25%
b. Unrestricted			\$867,475	\$910,849	\$954,223	5%	10%
c. AAN Support			\$1,250,000	\$1,250,000	\$1,250,000		

## American Brain Foundation

### Final 2020 Incentive Goals

	<u>2019 Actual</u>	2020				<u>Weight</u>	<u>Threshold</u>	<u>Target</u>	<u>Maximum</u>
		<u>Threshold</u>	<u>Target</u>	<u>Maximum</u>	<u>Maximum</u>				
<b><u>Public Engagement</u></b>									
Increased site traffic (# of Users)	55,235	57,997	69,596	75,396	10%	5% above 2019 Actual	20% over Threshold	30% over Threshold	
<b><u>Philanthropy</u></b>									
Total Restricted Funds Raised	\$ 1,667,609	\$ 3,800,000	\$ 3,914,000	\$ 3,990,000	25%	Board Scorecard	3% over Threshold	5% over Threshold	
Unrestricted Operating Grants (Excludes Any AAN Support and Planned Gifts)	\$ 1,823,489	\$ 850,000	\$ 875,500	\$ 892,500	25%	Budget	3% over Threshold	5% over Threshold	
Total Number of Donors	3,274	3,372	3,541	3,709	20%	3% above 2019 Actual	5% over Threshold	10% over Threshold	
<b><u>Financial</u></b>									
Net Operating Increase	\$ 59,177	-	\$ 27,048	\$ 54,096	20%	Budget	Midpoint of Threshold & Maximum	Average of Last Three Years	
					<u><u>100%</u></u>				