

KANSAS CITY SOCIETY OF ASSOCIATION EXECUTIVES

Board of Directors Thursday, March 6, 2014 8:30 a.m. Society of Teachers of Family Medicine

The KCSAE Board meeting was called to order by President Tiffany Shepherd, CAE. Present were President-Elect Keith Skillman, CAE; Treasurer Dana Greco, CAE; Secretary Melinda Farris, CAE; Past President Brian Van Norman, CAE; Directors Trevor Mitchell, CAE; Crystal Roberts; Allied Director Rachel Ronan; Ex-Officio Denise DeJulio and Executive Director Cynthia Edmunds.

Absent was Director Kerwin Brown.

Consent Agenda

Trevor Mitchell moved with a second from Keith Skillman to accept the consent agenda which included the February 17, 2014 minutes, the February 2014 financial statements and committee reports. Motion passed.

Strategy Planning

Innovations Task Force Report

After review, Dana Greco moved with a second from Trevor Mitchell to accept the following documents with revisions: KCSAE Product Review, KCSAE Program Assessment Committee Leader Description and KCSAE Monthly Program Evaluation Questions. Keith Skillman will ask the Program Committee for a decision as to whether to use a 1-4 or 1-5 scale on future program evaluations. Trevor Mitchell will be the board liaison to the Program Assessment Committee. Potential Program Assessment Committee members were discussed.

Branding Task Force Report

Crystal Roberts reported the Branding Task Force met with Plum Design to get the logo redesign process underway. Three logo design possibilities will be provided to the board for the April board meeting.

Website RFP Update

Trevor Mitchell will provide a sample RFP to the board in two weeks.

Communications Plan Update

Cynthia Edmunds will contact Stacey Robinson and ask that the Communications plan be drafted and ready for the KCSAE board meeting in April.

Membership Prospect Plan

Cynthia Edmunds will send out the updated prospect list to the board for review. Board members will try to connect with their assigned prospects prior to the April board meeting.

Old Business

Board Prospect Calls

The board reviewed updates on board prospect calls.

Cynthia Edmunds will send out the member needs assessment from 2013 to the board for review. Board members will send suggested changes and additional questions to Edmunds by March 14.

New Business

Board Skill Set Assessment for Nominating Committee

Cynthia Edmunds will send out board position descriptions to both the board and the Nominating Committee. Board members will send feedback for possible changes to the document to Edmunds by March 14.

Board Roundtable

No report.

Next Meeting

The next board meeting will be held in April 2014. Cynthia Edmunds will send out a message to the board to check availability for the meeting.

Reported by Cynthia Edmunds, Executive Director