



MINUTES
BBI Board of Directors Meeting
November 18, 2022

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, *unable to attend*, Annette Koch, Andrew Guido, Stephanie Kerst, *unable to attend*, Ryan Blaser, Michael Conn, Executive Director, Erik Rosen, scribe.**

1. Call for additional agenda items
 - a. Michael updated the board on our contacts with Damien Yee and Melanie Chua. We will be having a meeting on November 30th. The board discussed several possible areas of cooperation, including whether we would be providing prerecorded materials so they could conduct certification/non-certification seminars on their end.
2. Approve October meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Agrees with Michael's ED report.
4. Keep in mind as we proceed: What do we need from advisory board members?
 - a. Noted
5. ED Report, P&L: Questions and Comments
 - a. Michael updated the board on the Physicians Course, and our recent meeting with D Wood.
 - b. Evaluation of potential writer to do the second kitchen module.
 - a) Michael explained the person we reached out has not responded to us, and has asked the board if they have anyone they can recommend.
6. Service MarkSM status: Awaiting US Govt response
7. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) progress toward launch of membership automation (CRM)?
 1. Michael said we will be putting CEUs temporarily to the side until we launch the Membership system. He feels that since we haven't enforced CEUs the way we should have, he wants to separate the Membership program and then slowly ease graduates into the CEU system sometime early next year.
 - b) Michael explained to the Board that using Dynamic 365 for anything more than relatively simple storage would require custom programming.
 - c) SharePoint Implementation (doc management) progress delayed to Jan 2023
 1. Dropbox migration to SharePoint delayed to January 2023
 - d) Membrship Committee (SH) Define Membership Levels (On Hold)
 - b. Social Media Outreach Committee (SK, RB)

- a) Status: New Landing Page development proposal from consultants.
 - 1. Ryan talked about the fact that we still need to develop a marketing blueprint for BBI. Once that's been done, it can inform all of our other decisions. He feels that focusing marketing on online courses (which we can sell unlimited copies of) would make sense.

Michael told the board that he is planning on spending significant time next year working to enhance our Google Ad Words/Google Grant.

- b) BOD to decide the key objective or objectives for landing page.
 - 1. Ryan reiterated that the online course sales is the ideal place to focus. First, sell online courses, second, fill seminars, third, raise awareness.

c. Student Advisory Committee (AK)

- a) Status: Survey Monkey Student Survey
 - 1. Annette said they are still waiting to hear back from Ashley on how the upload of names is going. Miriam has the most current list, so if Ashley is not available, Erik will help upload it.
- b) New member recruitment status
 - 1. See below.
- c) Review of Sam Weider EMR documentary to decide if BBI should host a screening
 - 1. Miriam is going to be working to recruit a couple of people to help her organize this for March/April of next year.

d. Professional Development Committee (AK)

- a) review of block diagram (attached) for proposed women's electrical wiring program
 - 1. Annette said that this would be a general prerequisite electrical program, and added Chris Hoffmeyer has offered to get involved. He may also help with a future networking course. Oram has already weighed in with suggestions, and Annette hopes the rest of the EMR faculty will be involved.
- b) proposal for industry professionals specific BBI 101 course development (AG)
 - 1. Andrew explained this is in progress, delineating areas in which he needed to revisit the work he'd already done. He shared the outline he has already developed with the board.

c) BBI 311 seminar development on hold

d) BSPII– On hold

e. 2024 BBI Hybrid Conference Exploratory Committee (AK)

- a) Meet and Greet update
 - 1. First meeting will be Monday, November 21st. There will be 13 people involved.
- b) ID Chairperson and new members
 - 1. In progress.

8. Public Strategic Plan interim update – Planning meeting results (AG, SB)

- a. ID 4 or 5 members?

a) Andrew would like to put this on hold to revisit next year.

- b. The Five Step Planning process for strategic plan development.
 - a) See above
- 9. Discuss principal staff 2022 bonuses in 2023 salaries (see attachment)
 - a. Discussed between board members only.
- 10. Based on this meeting, what do we need from advisory board members? (All)
 - a. noted
 - b. Keep Peter Sullivan in the loop re: documentary format and plans once decided with Spencer?