

## MINUTES

### BBI Board of Directors Meeting

### June 30, 2023

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

1. Call for additional agenda items
  - a. None
2. Approve May meeting summary
  - a. Approved for posting.
3. Treasure's report: (JM)
  - a. Money is in the bank.
4. Keep in mind as we proceed: What do we need from advisory board members?
5. ED Report, P&L: Questions and Comments
  - a. None.
6. Second Quarter KPI review (SH)
  - a. Sonia reviewed the KPIs. She highlighted how fast our IG account is growing. The board discussed the lower numbers this year, and Sonia suggested we're still establishing a baseline due to the pandemic, economic instability, etc.
7. All staff succession planning. Status of BOD and other position descriptions.
  - a. Michael still needs to provide his description, which he will do in July.
8. Committee Reports
  - a. Membership Automation & Document Management System Execution Team (SH)
    - a) Membership Automation system cleanup: 25 expired experts
      1. Michael wrote each individually, and three reupped, one let him know she's retired, and we're waiting to hear from the others.
    - b) New CEU tracking automation timeline
    - c) Date for BBI email system migration to Microsoft from Pair
      1. Sonia is trying to get everyone who has a Pair mailbox onto Exchange. She explained how being on Exchange will allow us to replace Zoom with Teams, saving significant money annually. She discussed the disposition of the 10 existing free licenses.
    - d) Sharepoint student portal graphics
      1. Sonia, Michael, and Erik will be meeting to discuss this.
    - e) Membership Committee (SH) Define Membership Levels (On Hold)



- b. Social Media Outreach Committee (SK, RB)
  - a) Status: New Landing Page development
    - 1. Stephanie reported that our email outreach for the distinct avatars are almost complete and we are entering the implementation phase. Michael added we have real data collection experts who are guiding us on this.
  - b) Implementation of promotional strategy in target markets
    - 1. Key objectives: 1) Online sales, 2) Seminar sales, 3) Brand awareness.
      - a. Will be addressed in more detail once data from implementation starts coming in.
  - c) Status: Affiliate Program
- c. Student Advisory Committee (AK)
  - a) Volunteer recruitment status
    - 1. On hold.
  - b) Promotional Status: Sam Weider EMR Documentary project
    - 1. In progress. About 70 alumni have already registered for the film screening. The screening is scheduled for the end of July, with an exact date being chosen in the next week.
  - c) Status: Is survey ready for Constant Contact mailing to CRM database?
- d. Professional Development Committee (AK)
  - a) Electrical wiring course prerequisite development
    - 1. Status: ID person to lead development from existing outline
      - a. Stephanie and Mitch have agreed to start working on this in the fall.
  - b) Slimmed down BBI 101 course development for industry professional education (AG)
    - 1. Andrew unable to attend. Will be addressed next month.
  - c) Status: BBI 311 seminar – Draft review? Date for seminar?
    - 1. Michael reported the dates are January 26-28, 2024. He has a list of all the prior 211 students going back to 211, and will be reaching out to them with an incentive to enroll. The last major issue is getting the equipment from Stephen's in Canada to Hendersonville. Annette suggested graduates could use a specially designed logo upon graduation as an additional benefit.
  - d) Status: Use of EcoNest articles for CEU courses
  - e) BSPII– On hold
- e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
  - a) Planning Status:



1. Annette suggested that so far Montezuma in Santa Fe seems the most viable alternative. Michael added there are certain aspects which some people may consider drawbacks, so it needs to be discussed in the next meeting.
- b) Venue: Islandwood
  1. The venue is no longer viable.
9. Public Strategic Plan interim update – Planning meeting results (AG, SB)
10. Status Advisory Board contacts to discuss attending board meeting and social media involvement?