

MINUTES

BBI Board of Directors Meeting

July 21, 2023

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

1. Call for additional agenda items
 - a. None
2. Approve June 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. Michael highlighted the background of a potential donor for the EMR Physicians Program.
6. All staff succession planning. Status of BOD and other position descriptions.
 - a. Michael will get the description to Jeanne as soon as possible.
7. Committee Reports
 - a. Membership Automation & Document Management System Execution Team (SH)
 - a) Membership Automation system cleanup: 25 expired experts
 1. Sonia reported there are still a handful of people, but many of the remaining 25 have either renewed their membership or asked to be removed due to retirement/other issues.
 - b) New CEU tracking automation timeline
 - c) Date for BBI email system migration to Microsoft from Pair and trial of MS Teams
 1. Sonia reported that we made the switch over last weekend and several people are already using the new system successfully. The next step will be to start training on Teams before the official switch from Zoom.
 - d) SharePoint student portal graphics
 1. Michael reported we have a template set up for this. Sonia shared her screen with the board to show the new design. Replying to a question from Larry, she explained there are very specific access controls so only the appropriate students will see the site for the seminars in which they are enrolled.
 - e) Membership Committee (SH) Define Membership Levels (On Hold)



- b. Social Media Outreach Committee (SK, RB)
 - a) Status: What are the primary targets?
 - 1. Stephanie reported that we are meeting with the marketing team bi-weekly and deepening our implementation.
 - 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. No updates.
 - c) Status: Is survey ready for Constant Contact mailing to CRM database?
- d. Professional Development Committee (AK)
 - a) Electrical wiring course prerequisite development Fall 2023 lead by Mitch (SK)
 - 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 reported he is still going through it on his end and when he gets a peer-reviewed friendly version, he will share it with the board.
 - c) Annette reported the SAC is trying to figure out how to create a database of case studies (from the Zoom calls) and other materials for students and professionals, tagged by keywords for easy searching.

Michael added our videographer is standing by to record 212 labs this winter, whether it be live, or staged.
 - d) Status: January 2024 BBI 311 seminar – Promotion to alumni?
Moving equipment to NC?
 - 1. No update.
 - e) Status: Use of EcoNest articles for CEU courses
 - f) BSPII– On hold
- e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
 - a) Planning Status:



1. Annette reported there is no new information yet. The next meeting is on the 25th.
- b) Venue: Find a venue
 1. No new info yet.
8. Public Strategic Plan interim update – Planning meeting results (AG, SB)
9. Status Advisory Board contacts to discuss attending board meeting and social media involvement?