

MINUTES

BBI Board of Directors Meeting

August 17, 2023

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, 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 July meeting summary
 - a. Approved for posting.
3. Treasure's report: (JM)
 - a. Money is in the bank. Michael stated we brought in another \$9000 since Jeanne looked.
4. Keep in mind as we proceed: What do we need from advisory board members?
5. ED Report, P&L: Questions and Comments
 - a. Larry asked about the current signups for 212. Michael would like to see it in the mid-20s but he's still hopeful to see us reach 30.

Michael reported we're a few days away from launching Corinne Segura's Designing a Bathroom for Health course.

Larry asked about IBE 311 and who would be eligible. Michael reported Stephen feels strongly that 211 should be a prerequisite, but would possibly consider waivers on a case-by-case basis. Michael also reported on the customs issues with shipping the equipment from Ontario to the U.S.

Larry asked about the spike in visitors to the website. Michael explained how the "spike" seems to have led to consistently higher visitors now, but that it also raised our bounce rate significantly. He is unsure what prompted this.

Larry asked about the expenses/revenue portion of the ED report, wondering if we're going to exceed the anticipated expenses that was forecast previously. Michael said this isn't likely as 214/215 doesn't have any significant overhead as they are being held online.

6. All staff succession planning. Status of BOD and other position descriptions.
 - a. Michael has a solid first draft of the description.
7. Committee Reports
 - a. Membership Automation & Document Management System Execution

Team (SH)

- a) Membership Automation system cleanup: 25 expired experts
 - 1. Sonia reported
- b) New CEU tracking automation timeline
- c) Status: BBI email system migration to Microsoft from Pair and trial of MS Teams
 - 1. Sonia reported on the migration from Pair to MS, and the glitches seem to be resolving themselves. Now we are focused on Teams. She reported we will need Teams Premium to get access to the list on international call-in phone numbers. She said we are hoping to hold next month's board meeting on Teams. Erik will ask Oram to export his Zoom EMR meeting contacts to a file and work on importing it to MS Teams.
- d) SharePoint student portal graphics
 - 1. Michael said the page we created already won't be the actual student's page. Once the 212 revamp is complete, Mitch will assist us in figuring out a good organizations structure for the files, which will dictate what the final page will look like.
- 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 saw mock-ups of the funnels. Jennifer Kaufmann was invaluable in helping define a better color palette. We will continue with our bi-weekly team meetings as we continue to implement the new funnel strategy.
 - 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/end of July debut
 - 1. Annette reported the screening was held and now Miriam is waiting for a report from Sam.
 - 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. Annette and the team had a meeting with Nate Johnson about being the on-camera lab leader for staged 212 labs. He agreed to do this, and mentioned he would love to be an BBI instructor at some point in the future. Erik will add Bradlee to the December 7th arrivals at Kanuga.

Stephanie is meeting with Mitch next week re: the wiring course.

- b) Slimmed down BBI 101 course development for industry professional education (AG)
 1. Andrew stated he registered for a course which might serve as an example and help provide more direction to this project.

Andrew met with a professor at a university (formerly Ryerson) that produces architects and engineers. They spoke about a potential partnership between BBI and the Chang School of Public Health. Andrew will coordinate a call with Paula, Stephen, Michael, Bobby Ilg, and the professor.

- c) Status: January 2024 BBI 311 seminar – Promotion to alumni? Moving equipment to NC?
- d) Status: Use of EcoNest articles for CEU courses
- e) BSPII– On hold

e. 2025 BBI Hybrid Conference Exploratory Committee (AK)

- a) Planning Status: July 25th meeting
 1. Annette reported we're moving forward with Montezuma and Jill Powers will be performing the assessment with Oram's guidance.
- b) Venue: Find a venue – Discuss Montezuma pros and cons
 1. Montezuma is the selected venue, based upon a successful assessment.

8. Ryan proposed the idea of having some sort of forum to connect graduates with companies who might be looking to hire or serve as mentors. The board brainstormed various ideas. Larry stated we don't really have the manpower to run a job placement service. We do have Oram's apprenticeship program, so Ryan will reach out to him to see if there's something they can work on together.

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?