

## MINUTES

### BBI Board of Directors Meeting

### September 15, 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 August meeting summary
  - a. Approved for posting.
3. Treasure's report: (JM)
  - a. Money is in the bank. Agrees with the ED report.
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 response to the new Designing for MCS course, asking if we ran a special promotion. Michael said we sent out an email announcement and on our social media channels.

Larry asked about the spike in the traffic to our website, and if we've identified why? Michael said he still isn't sure why. He is concerned because it has increased our bounce rate. He will continue to investigate. \*Later in the board meeting, Ryan identified a mention he made on a Dave Asprey podcast which coincides with our spike. This is likely the source of the increased views.

Larry suggested sharing the names of newly certified students at each board meeting. The board continued with a discussion on the ratio of those who enroll in a certification and those who complete a Final Project. The board feels this would be a good metric to track.

6. Committee Reports
  - a. Membership Automation & Document Management System Execution Team (SH)
    - a) Membership Automation system cleanup: 25 expired experts
      1. Sonia reported we will be setting up the student folder for 212 this weekend. This will be our first attempt to use SharePoint for students. We will duplicate the folder structure on Dropbox as a fallback should something go wrong.

Michael reported all but five of the outstanding 25 have paid. Some have retired, etc.

Sonia reported we have a glitch with the system using emails to automate updating of the DB. We are waiting to hear back from the consultants to address this.

- b) New CEU tracking automation timeline
- c) Status: BBI email system migration to Microsoft from Pair and trial of MS Teams
  - 1. Sonia explained that because of our security situation, and the general unfriendliness of the admin controls, we are deferring teams indefinitely.
- d) Membership Committee (SH) Define Membership Levels (On Hold)
- b. Social Media Outreach Committee (SK, RB)
  - a) Funnel Strategy
    - 1. Stephanie reported we are deep into getting the integration up and running. We have seen mock-ups of the home page with the new funnel and it looks great and colorful. The questions are being refined to lead people to the appropriate avatar. She thinks we should have something to share with the board in mid-October.
  - b) Implementation of promotional strategy in target markets
  - c) Status: Affiliate Program
- c. Student Advisory Committee (AK)
  - a) Volunteer recruitment status
    - 1. On hold.
  - b) Sam Weider EMR Documentary screen results
    - 1. Annette reported Sam has not responded to Miriam's most recent emails. Nothing else to report.
  - 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 reported Mitch asked Eddie Hiscock to review InterNACHI's electrical course. He has begun the course and will report back to Annette to see how it aligns with BBI. Then they will look at the existing outline and compare. The idea is to not reinvent the wheel if there is also something out there we can use.
  - b) Slimmed down BBI 101 course development for industry

- professional education (AG)
  - 1. Andrew was unable to attend the meeting.
- c) Status: Metro U of Toronto Chang School of Public Health partnership (AG)
  - 1. Andrew was unable to attend the meeting.
- d) Annette reported Liz Menkes has stepped down from the PDC, and Ashley Spanovitch will be joining the committee.
- e) Larry will be sending the 212 lab PDFs (for students and instructors) to Annette and Stephanie in order to prepare them to solicit a bid from the videographer for filming IBE 212 labs.
- f) The board discussed developing a protocol for indoor lighting.
- g) Status: January 2024 BBI 311 seminar – Promotion to alumni? Moving equipment to NC?
- h) Status: Use of EcoNest articles for CEU courses
- i) BSPII– On hold
- e. 2025 BBI Hybrid Conference Exploratory Committee (AK)
  - a) Planning Status: July 25<sup>th</sup> meeting
    - 1. Venue: Montezuma EMF evaluation
      - a. Annette reported we will hear the results of the EMF assessment meeting next week. The assessment will be conducted on September 16<sup>th</sup>.
- 7. Public Strategic Plan interim update – Planning meeting results (AG, SB)
- 8. Status Advisory Board contacts to discuss attending board meeting and social media involvement?