



**CPFI Board of Directors Meeting Minutes
30 May 2024 – Bonclarken Conference Center and Zoom**

Opening Remarks

President Jeff Copeland called the meeting to order on 30 May 2024 at 8:30a (EST) and made opening remarks.

Devotion and Prayer

Dawn Battise led a reflection on rootedness in Christ, with a focus on Colossians 2:6-7.

Roll Call

Present at Bonclarken	Present via Zoom
Ron Herman, Executive Director	Dan Spadaro, Director
Jeff Copeland, President	Absent
Marjorie Hayes, Vice President	none
Jordan Daniel, Treasurer	
Dawn Battise, Secretary	
Tracy Frame, Director	
Jeff Bates, Director	
Keith Allhands, Director	
Jill Boone, Director	
Lucy Malmberg, Director	
Fred Eckel, Director Emeritus	
Jill Boone, Director	
Nena Lindrose, Administrative Director	
Susan Smith, Incoming Director	
Rick Hess, Incoming Director	
Marty Pollack, general member observer	

Minutes for the November 2023 Board of Directors meeting were approved (M/S/C Copeland/Allhands).

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Board Discussion and Updates

Nominations Committee Report

- Secretary Dawn Battise reported on behalf of the Nominations Committee.
- Steps have been taken to more closely align the student elections process with the professional member process. The goals are to recruit nominees earlier in the spring, to open candidacy up to those who cannot attend the annual meeting, and to open voting leading up to the annual meeting for increased voting engagement. The Student Chapter Advisory Council Chair Jessica Langdon and Zach Krauss, former National Student Council (NSC) Chair, with input from several Board members, have assisted in the process.
- Bylaws changes were brought forward in response to November 2023 BOD discussion.
 - o Key changes include: procedures in the event of a tie vote, language regarding student Director member approval, changes to more accurately reflect the use of online communication, typographical corrections
 - o Proposed wording for the NSC Policies and Procedures was also presented to align with the Bylaw changes. This document needs general updates so it is an appropriate time to incorporate these changes.
 - o Board members reviewed proposed changes. The process around student Director member approval was refined so that it will mimic that required for professional Board members. Minor wording changes were recommended.
 - o M/S/C (Bates/Frame) to approve proposed Bylaws with the changes discussed during the meeting.
 - o M/S/C (Copeland/Bates) for Dawn Battise (as Chair of the Nominations Committee) to follow up with SCAC Chair Jessica Langdon regarding NSC Policy and Procedure Update. While most updates will be owned by the students, language regarding the Chair and Chair-Elect approval process will be required.

Finance Committee Report

- Treasurer Jordan Daniel reviewed the finance committee report.
- Reports on finances and investments
 - o Overall donations are above budget thanks to several large gifts. However, PowerHour and 1% Group are below expected and the number of individuals giving has gone down.
 - o Summary of Assets
 - In accordance with the BOD vote last year, all funds were moved to Edward Jones by end of November 2023.
 - The Finance Committee continues to work with Mark Tipton with Edward Jones. There have been 3 meetings since November to review accounts.
 - Restricted funds- \$56K for Hand and Feet Grants, New Grad Transition Transformation \$1500
 - o M/S/C (Copeland/Bates) to allocate \$360 for Quick Books at the request of the Finance Committee
 - o The Board extensively discussed opportunities to reach new members and minister to current members with available funds. Considerations included:
 - Actively look for ways to engage more members in generosity (both resources and time) towards the organization.
 - Intentionally connect with donors to keep them up to date on how funds are being used
 - Currently, hand-signed Christmas cards are sent to PowerHour and 1% Group donors.

- Consider giving more specific info (ie: this year general donations supported X members mission trips, added a social media campaign to reach more Christian pharmacists, funding org meeting breakfasts)
- To alleviate burden on Nena and to personally express gratitude, at in person BOD meetings Board members can sign thank you cards to be sent throughout the year.
- Develop an annual Impact report that can be shared with all members
- Increase engagement at other professional meetings
 - Develop “CPFI ambassadors” who take ownership of representing CPFI at select events (ie: state meetings, national organization meetings), help with coordination (events could be on or off site)
 - Funding can be provided for the ambassador (registration, hotel, etc) and/or to cover the costs of the booth, meal, etc.
 - At these events, especially at booths, include short term missions as a point of interest that may draw interest from a wider population
 - Consider events for student members at state meetings
 - Leverage members who already have connections (Gene and Susan Lutz, Keith Allhands, and others)
 - A donor is willing to sponsor \$100K apart from the budget for a pilot CPFI Ambassador program. This may be used to cover the ambassadors’ individual costs such as travel expenses and for the expense of a booth, exhibit, etc.
 - The Board agreed that a small team should be put together to develop a more formal proposal that can go out for an electronic vote
- Consider how to partner with CMDA philosophically but not structurally
 - Pharmacists are joining CMDA although there isn’t a pharmacy subspecialty. Some Directors expressed concerns that siloing ourselves may hurt us in the long run and doesn’t reflect interprofessional practice; therefore, we should consider partnering with other believers
 - Other Board members expressed concerns about a move in this direction.

Prayer and Break

Prior to resuming discussions, Director Fred Eckel offered a prayer.

Board Discussion (continued)

Membership/Marketing (see also full Vice President report)

- Vice President Marjorie Hayes reported on behalf of the Membership Committee.
- There are three new members on Membership Committee. Committee members continue to reach out to lapsed members. Most recently, 16 phone calls produced six membership renewals. Additionally, Erin Ballentine reached out to student chapter advisors to send out reminders to lapsed student members.
- Updates were provided regarding the recent partnerships with Morgan Houghton, Social Media Specialist.
 - Morgan was hired in January 2024 for \$300 per month to manage three media platforms (Facebook, Instagram, LinkedIn). She posts up to 2 posts per week on each platform. The following statistics capture the data thus far. Morgan notes it is best to give six months to fully establish the platforms.
 - Facebook: 30 followers, reached 1400 individuals, 200 reactions/comments/shares
 - Instagram: 70 followers, reached 279 individuals, 90 posts/like/shares

- LinkedIn: 70 followers, reached 1300 individuals, 13 new followers in the last month
 - At this time, Morgan is receiving information from Nena or pulls information from the website. Nena approves all content prior to posting.
 - The Board discussed general observations, questions, and ideas related to social media. Morgan joined the meeting by phone to address some of these points.
 - The goals of social media use are to be known and to represent our mission, to promote events and activities (ie: student chapter work, missions), and to represent all members (professional and student).
 - Postings so far primarily focus on renewing membership and registering for the conference so more variety is desired. It will help if Board members can funnel more info on current events, photos, etc.
 - Information may include: current events in pharmacy, images from prayer breakfasts, student events (Bible studies, Hands and Feet), members who are going on mission trips, video clips, sound bites, testimonies, encouraging patient encounters, general encouragement.
 - Members caution against becoming too heavily focused on student activities so that professional members do not see the impact/benefit of their own membership.
 - Ask Morgan to monitor select accounts (ie, Directors who are willing/able to consistently post about CPFI, active student chapters) and repost pertinent materials. However, this may require a review of our paid package options.
 - During the Annual Meeting tell attendees to pull out phones and follow CPFI accounts on their preferred social media platforms
 - Create a calendar for upcoming year to have at least some posts (ie: people going on mission trips commit to send a photo the month after)
 - Consider a move to a more general Communications Committee (instead of journal specific)
 - Morgan confirmed that she should be able to give some Board members access to the accounts so they can also post
 - Based on the discussion, the following steps will be taken:
 - Susan Smith and Jill Boone will take lead on this project, working in conjunction with Marjorie and Nena
 - Select Board members (likely Susan and Jill) will be given access to post to CPFI accounts in real-time (ie: conference breakfast) and Morgan can repost on other platforms
 - For items that are less time-sensitive (ie: student event report, missions trip follow-up), Directors or members may send a picture and blurb to Marjorie so Morgan can create polished product
 - If Board members have social media, connect with Morgan so she can see anything that is posted
 - Ask Morgan to monitor for posts that tag CPFI and repost as appropriate
- Nena and Marjorie will go to Prescription for Renewal Conference (August 2024 in Orlando, FL) for continued marketing/networking opportunities.
- Ron Herman and Keith Allhands are scheduled to represent CPFI at the November gathering of the Global Missions Health Conference (GMHC) in Louisville, KY
- Exec. Director Ron Herman provided updates on membership trends and Memberclicks changes.
 - The Board reviewed membership trends since 2019. If lapsed members join as expected, professional memberships should remain the same or slightly trend up. Student membership numbers were falsely inflated in 2019/2020 due to grace periods for lapsed membership; however, recent numbers are more accurate. This year, student membership has trended up 7% and typically there is a greater increase in membership in the fall so this will likely continue to go up.

- Ron has explored alternatives for the membership renewal page in Memberclicks. Based on this research the following is recommended:
 - Students members will have 2 options: “student member” or “student final year.” If they select the later, it will automatically funnel them to the professional member renewal page in the next year. There will not be an auto-renew options since this does not allow us to track their progression.
 - Professional members
 - There are currently the following number of members giving at the available levels
 - Contributing = 50 members
 - Sustaining = 12 members
 - Supporting = 15 members
 - PowerHour = 4 members
 - 1% Group = 4 members
 - The PowerHour and 1% Group had a historical meaning but that may not be as clear now. It is recommended that this be changed to a “Professional monthly donor” that would allow them to select an additional monthly amount from eight pre-set options (starting at \$10 and increasing)
 - Many like auto-renew option but there are drawbacks (in initial two years after graduation the price does adjust; people may want to adjust additional giving over time; some people have been upset because it was a default and they didn’t realize it would happen)
 - Recommend that this be moved to an “opt-in” that confirms auto-renewal at the current giving rate.
 - There will be a reduction in the amount of collected information (ie: other professional memberships). Some will be optional (ie: family information).
- Board members raised questions, concerns and idea throughout the presentation. Discussion included:
 - Potential pros and cons of auto-renew options for students and professionals. The primary benefit is to avoid lapsed members and increase convenience for those who desire this option. Potential downfalls include that updated membership info is not as easily collected each year, some members do not want auto-renew (would require option), and members may not increase giving because they don’t see the reminder each year.
 - Whether or not the shift to a “professional monthly donor” will address the overall concern about the process being overly burdensome due to too many options
 - The possibility of all members renewing on the same schedule. Although it would have administrative challenges and some potential revenue loss in the first two years this may be the best time to do it before membership numbers hopefully grow with renewed marketing efforts

Prayer and Lunch

Prior to pausing discussions, Jeff Bates offered a prayer.

Prior to resuming discussions, Lucy Malmberg offered a prayer.

Membership/Marketing (continued)

- The proposed Memberclick changes were reviewed and put forward for vote.
 - M/S/C (Boone/Frame) – student membership will move to “student member” and “student final year” options, auto-renew will be disabled

- M/S/C (Bates/Boone) – professional membership will move forward as proposed by Ron
- Changes should be completed in approximately 2 weeks

Annual Meeting

- Director Keith Allhands reported on behalf of the Annual Meeting Planning Committee.
 - 2025 is confirmed and the deposit has been paid for Epworth by the Sea.
 - The committee has continued the search for 2026 but has not identified a new location that meets organizational needs. CMDA is meeting outside of St. Louis but it is only a meeting area and does not provide an area to stay. At this time, they recommend returning to Lake Junaluska for 2026.
 - Ark Experience has now expanded to offer conference space and food. There is a Hampton Inn in the parking lot for accommodations and there are other hotels in the area. It is more expensive but has the draw for families (The Ark and Creation Museum). There are two nearby airports (Lexington and Cincinnati, about 30-45 min away).
 - M/S/C (Battise/Herman)- pursue Lake Junaluska for 2026, ask Committee to visit The Ark and report back including specific quotes (for 2027 or 2026 if Lake Junaluska unavailable)
- Director Jeff Bates provided an update on live streaming sessions at 2024 Annual Meeting.
 - Live streaming will be available for a few sessions this year.
 - The “Owl” is available so long as Jeff Bates is available and able to set it up but the image isn’t ideal. There is also a need for technology redundancy. If Jeff Bates isn’t available for some reason then we don’t have the necessary technology. This may be something to consider long-term.

Board Discussion (continued)

Student Chapters

- Student Chapter Advisory Council Co-Chair Jessica Langdon provided an update on student chapter activities.
 - Pakou Remick is stepping down as Co-Chair. Zach Krauss and Sarah Freeman have expressed willingness to help.
 - National Student Council leadership:
 - Only one current NSC leader fulfilled their commitment for 2023-2024. The Chair stepped down and other elected officers were unresponsive.
 - A few conference attendees expressed interest 2024-2025 positions. Students were required to express interest by the end of the day so that online voting could open.
 - NSC recommends restructuring the number of Regional Director positions. (Historically, this was adopted from APhA so the restructuring could be more strategic.)
 - It will be helpful to improve communication from the Board to the SCAC Chair. If a list of key events/needs is given to SCAC Chair at the start of the year she can set up calendar reminders for student leaders and assist with follow-up so it does not fall to Nena.
 - Hands and Feet Grant awardees are required to present projects at the Annual meeting. This year, six of seven awardees are presenting in person, one submitted by video.
 - There will be three student awards presented this year.
 - NSC requests that the chapter update form be streamlined into an e-blast. Nena will work with them on this.

- The NSC is interested in exploring a student specific brand vs national organization brand. There were concerns that this would create further division between the student and professional organization. It will not be pursued at this time.
- The Code of Conduct was distributed to student leaders. However, less than half (27 total) were returned. This will be a continued effort in the upcoming academic year.
- Board members proposed that a Board member could work with student chapters to provide mentorship and identify potential candidates for national positions. However, Jessica expressed a willingness to continue filling this need.
- An idea was brought forward to meet online with chapter advisors a few times per year to provide support. At this time, Jessica is appropriately focused on trying to gather more up-to-date contact information for student leaders and chapter advisors.

Additional Business

- Board vote for Executive Director
 - M/S/C (Allhands/Boone) for Ron Herman to continue as Executive Director.
 - Ron Herman expressed a desire to see the ED position go to someone who has greater influence in wider pharmacy world and feels that an individual should be identified within the next year. He is willing to serve over the next year.

Adjournment

Concluding remarks provided by President Jeff Copeland and prayer prior to adjournment at 1:50p.

Action Items:

Action	Responsible Party
Bylaws vote to membership	Jeff Copeland and Nena Lindrose
NSC Policy and Procedures updates	Dawn Battise to communicate to Jessica Langdon
Develop Annual Impact Report	Jordan Daniel and Ron Herman
Coordinate small team to develop a formal CPFI Ambassador program outline	unassigned
Purchase QuickBooks for financial needs	Jordan Daniel
Continue social media partnership with Morgan Houghton, provide new content	Marjorie Hayes, Susan Smith and Jill Boone (all Board members welcome to provide content)
Consider shift to general Communications Committee	unassigned
Update membership renewal options in MemberClicks	Ron Herman
Pursue Lake Junaluska Conference Center for 2026 Annual Meeting	Keith Allhands with Annual Meeting Planning Committee
Visit The Ark event facility and, if appropriate for CPFI's needs, request a formal price quote	Keith Allhands with Annual Meeting Planning Committee
Prayerfully identify a new Executive Director to assume duties summer 2025	All Board members