



2016 Annual Board Meeting Executive Director's Report Jun. 8 & 9, 2016

My goal as Executive Director is to assist officers and Board members with access to information and to provide tools that will help each person be more effective in their leadership role.

Program Development and Administration

- Last November the Board discussed the need to update our strategic planning. We discussed the possibility of inviting Gene Rudd to come and lead a strategic planning process prior to the next annual board meeting (this meeting). Input from President Eckel following the meeting was that it might be more prudent to do our own strategic planning session without CMDA involvement, and then pending the results of that planning session then we might consider a subsequent session.
- Nena and I were able to follow-up with MemberClicks and work with them to implement the upgrade of our CPFI website. It is now much more mobile friendly.
 - There are now links on the footer of all our website pages so that people can jump to our Facebook, LinkedIn and Twitter accounts. At the Board Meeting last Fall that was one question that was raised about increasing our presence on the social media sites. This is a step in that direction.
 - Google analytics shows that about 50% of the time the Chrome Browser is used to access our site, about 25% of the time it is Safari and another 13% use Microsoft Explorer.
 - A desktop machine is used 72% of the time, a mobile device is used 25% of the time and a tablet is used 3.6% of the time.
 - Windows OS is used 55% of the time, iOS or Mac is used 35% of the time and Android is used 8% of the time.
 - Of the mobile sessions, 51% are from iPhones, 11% are from iPads, 6% are from Galaxy, 5% are from X-Box and 1% are from Windows phones.
 - Website visits are from people in the U.S. 92% of the time, from Commonwealth nations 5% of the time and from the developing world 2% of the time.
- I was able to use the membership database and other records from GHO to provide the data needed by the missions committee and the membership committee to prepare their annual reports.
- The ethical statements that came from the Ethics Task Force and that had been approved by the CPFI Board of Directors have been incorporated into the CPFI website and are available for viewing by members and the public. The policy statements can be downloaded in a printable format, or viewed in a pdf format and there is a link to the CMDA website where their version of the Policy Statement is available.
- Cooperation with CMDA student ministry is still on the agenda, but not much progress has been made. Scott Ries, is no longer the CMDA director of student ministries so we are still trying to develop new in roads.
- Educational programming jointly with CMDA has not been pursued any further, but this is something we will still consider for the future, but for now, our next two annual meetings have been set, not in conjunction with CMDA.
- There was some discussion with the nominating committee about conducting our election of officers and board members online. Our ByLaws do permit this, and if that is the direction the Board would like to go, we should take action at these meeting to begin to move in that direction.

Staff Relations

- I have worked closely with our staff of one, who does the work of many. We are blessed to have a truly dedicated, loyal administrative director who is very committed to seeing our ministry grow.
- We also continue to be blessed by Dorothy Molind who volunteers in the office and works with Nena on many projects when she is in Bristol. We also we have the benefit of a long time volunteer for CPFI activities (especially with editing projects), Nena's sister-in-law, has just moved from Florida to the Bristol area.

Communication with Membership

- We have been able to get a better picture of the membership renewal activities and I think some small steps have been made in trying to retain and win back membership.
- The monthly e-mail blasts (the Faith Script) has gone well.
- We have made great progress with timely production of the journal, and we are greatly appreciative of the hard work of Mary Ferrell and her volunteers.

Budget and Finance

- The finance committee prepared the budget and has kept us up to date on progress.
- Praise God for allowing us to complete another year without having to utilize reserves.

Sincerely, in His service,

Ron Herman