



2017 Annual Board Meeting Executive Director's Report June 15, 2017

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

- Membership statistics were tabulated and they have been provided to the membership committee chair. An issue that had been discussed a number of years ago was to offer a lifetime membership in CPFI. The Board did not approve that idea at the time, but I think it is time to rethink this issue. As I look at the member roles I am concerned that I see a number of people on the non-renewal lists that have had a long history of faithful service to CPFI. A lifetime membership may be a way to keep people more engaged and maintain their active status with CPFI. See my proposed motion below.
- The new Chief Administrative Officer at CMDA came on board. I had a good teleconference call with Gene Rudd and Mike Chupp who is replacing Gene. I had hoped to meet him when I was going to be in Bristol for the GHO Advisory Council meeting, but I had to forego that meeting and we had the teleconference call instead. It was time to review our financial (rent) relationship with CMDA and we were able to come to an agreement which the Board approved at a conference call in January.

Staff Relations

- I have regularly talked (conference call) with our administrative director to discuss routine business activities.
- Dorothy Molind, when she is in town, continues to volunteers in the office and works with Nena on many projects. She has been a blessing.

Communication with Membership

- Nena's sister-in-law is now in Bristol and has been a big help by volunteering editorial review of the many communications that are sent out. This has been a big help.
- The monthly e-mail blasts (the Faith Script) have gone well.
- There were two editions of the journal that were published this year. I was slow getting them up on the website but they are both there now.
- Here is the Google Analytics summary of the CPFI website:
 - During the past 12 months the website has been visited 628 times (52/mo on the average, 45 from a desktop device and 7 from a mobile device)
 - On the average there are 2 different pages visited every session, so 1200 pages viewed.
 - New visitors account for 65% of the visits.
 - On the average 2-5 minutes are spent on the website, each visit.
 - Desktop access: 86.26% vs. Mobile devices: 13.74%
 - Mobile device usage: Apple iPhone 97.67% vs. Others 2.33%
 - Browser usage: Chrome 64.38% - Safari 13.42% vs Others 20.2%
 - The countries with the most usage are the U.S., Russia, U.K., Austria, Germany, Iraq, Italy, Brazil, France and Saudi Arabia.
- The 18 ethical statements that were approved by the Board are now on the CPFI website with our approved statement and a link to the corresponding documents on the CMDA website. My plan is to enhance the presentation of these statements on the website, but I was not able to get that accomplished this year. Hopefully that will be implemented this year.

Budget and Finance

- As mentioned above, we are now paying a reasonable rent (\$125/mo) for our office space at CMDA.
- Nena's desktop computer will need upgrading by the end of the year, so we will need to plan that into the budget for 2018.
- The finance committee has been monitoring the budget and has kept us up to date on progress.
- Our taxes and non-profit registration have been processed.

Sincerely, in His service,

Ron Herman

Motion to the Board of Directors:

I move that we establish a new membership category: Professional – Lifetime Member. The dues for this membership would be the current membership rate times the number of years until the applicant turns 75.

Example: An individual joining CPFPI or renewing their membership is 50 years old. Their dues would be $25 (75-50) \times \$100 = \$2,500$. Or an individual who is 32 would give $43 \times \$100 = \$4,300$. I have arbitrarily chosen 75 years, but I am open to other suggestions. The money would be held in a deferred revenue account and each year the dues for that year would be transferred from this account to the current revenue account.

Justification: During your active professional years you may be able to afford prepaying your membership. In your later years it may be a challenge to afford the recurring annual dues. Accounting wise this holding account would be used to ensure that the money for the dues would be there. This approach would mean that after 75 there would be no more guaranteed dues income, but it would ensure that individuals would continue to be classified as Professional members and they would still have the chance to take advantage of member publications, and member rates to attend conferences. Previously there was a concern that we might lose gift income from these life members, but I think the opposite would happen. I am a life member of my alumni association. I think I have become more generous with my donations – because I do not have to pay annual dues. It would also be possible to prepare donation appeals targeted to Lifetime Members.