



2019 May Board Meeting Executive Director's Report May 23, 2019

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

- The conversion of the membership database was the major focus for several months after the annual meeting last year. The go live date for the conversion was Monday June 25th. As was mentioned at the November Board meeting there were a few problems during the early upgrade period and those were corrected. However, as time went on, there were additional issues discovered. In an attempt to make the transition easy for users certain member type characteristics were set for various member types. However, the changes that I made were not carried over during the renewal period. The previous member types were retained not the new values, thus people thought they were registering in a certain category, but their previous category was maintained. Once this was discovered, then people were contacted and instructed what they needed to do to resolve the issue. There is still one issue to address. The smooth transition of a student pharmacist membership to a Pharmacist 1st year post graduation.
- The transition to yearly dues increase from \$100 per year to \$120 per year (\$8.67 per month to \$10 per month for Power Hour and 1% monthly members) went well.
- The Vice-President, the membership committee chair, would like to see a mechanism where a member can donate a membership. This will take some work, but we will try to get this resolved. The gift giver will need to be logged in to their account so when they make the gift, they will be receipted and next year when the tax report is provided it will be noted as a donation for the giver. At the time the gift is made, the giver will need to provide at the very least an active email, first name and last name for the person the gift is going to. That form that the giver is filling out needs to be attached to the new member (not the giver) so that when it is time to renew, the new individual is notified and they then will resume responsibility for their membership. When the tax letters are prepared that individual must not be receipted that they gave a membership donation (that receipt has already been given to the donor). I have some thoughts about how this can be accomplished but we will have to work out some of the details with the MemberClicks engineers.

Staff Relations

- I have regularly talked (conference call) with our administrative director to discuss routine business activities.
- She has done her best to try to keep me on track.

Communication with Membership

- The monthly e-mail blasts (the Faith Script) have gone well.
- There were two editions of the journal that were published this year.
- I turned on the Google Analytics in November (after the membership database upgrade). Here are some of the details from Nov. 1, 2018 to Apr. 30, 2019:
 - In that 6 month period there were 5,868 users that accessed our website a total of 8,760 times and on the average they viewed 2.7 pages.
 - 87.1% of the users were from the United States, with 1.5 – 0.5% coming from China, Canada, India, United Kingdom, South Korea, Philippines, Australia, Nigeria and Germany (in decreasing order).
 - The top 50 cities were Ashburn, Nashville, San Antonio, New York, Baltimore, Charlotte, Atlanta, Los Angeles, Cedarville, Charleston, Chicago, Washington, Fargo, Houston, Wingate, San Diego, Weatherford, High Point, Columbia, Johnson City, Dallas, Winchester, Muju-gun, Des Moines, West

Palm Beach, Erie, Louisville, Philadelphia, Pittsburgh, Memphis, Toronto, Orlando, Omaha, Cincinnati, El Paso, Fort Wayne, Lexington, Ann Arbor, Clinton, Seattle, Phenix, Savannah, Edwardsville, Miami, Fort Worth and Lagos.

- Windows was the operating system for 42.5% of the users while 42.2% used an Apple based OS and 8.9% used Android.
- Mobile devices were 73% powered by the iOS, while 26% were Android.
- The most frequently viewed pages were the home page, the annual meeting page, the outreach activities, the publication page, the scholarship page, the speakers page, the events page, the student chapters page and the national student council page (in descending order). In addition, there were a number of forms accessed to process membership renewals and applications.

Budget and Finance

- The finance committee has been monitoring the budget and has kept us up to date on progress.
- We did transfer some funds from the liquid Vanguard fund to ensure that we were able to meet our monthly financial obligations.

Sincerely, in His service,

Ron Herman