



November 2025 Board Meeting Executive Director's Report

During the May 2025 Board Meeting, Ron Herman retired as the Executive Director. I am blessed to assume the office. Ron faithfully served our Lord through CPFI for many years. CPFI would not be the organization it is without Ron's dedication and expertise. Ron, thank you for serving our Lord well through CPFI. Ron, thank you for continuing to serve our Lord through CPFI.

Program Development and Administration

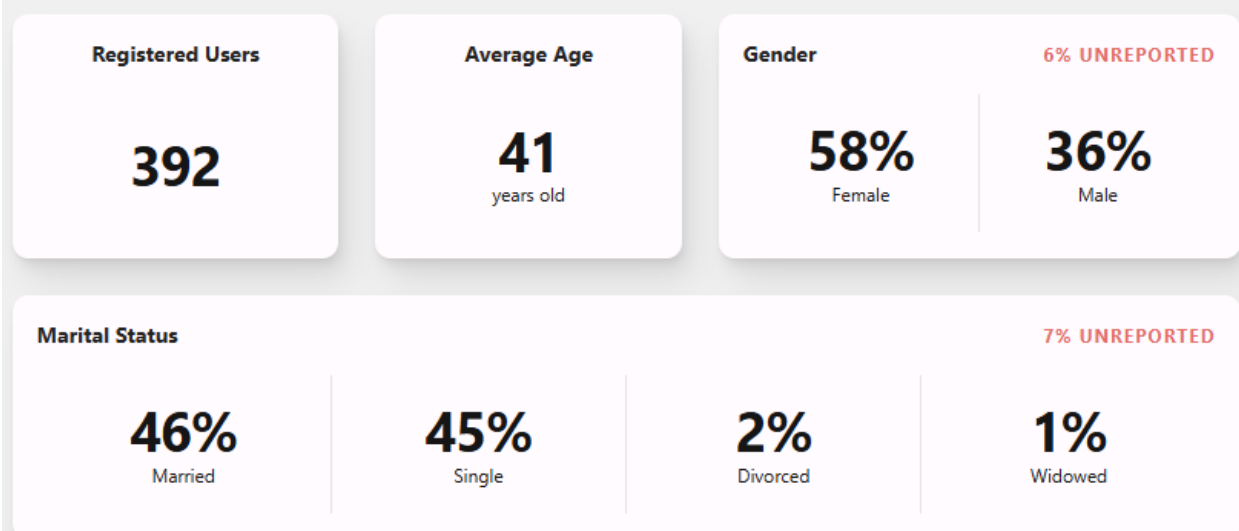
During Samaritan's Purse Prescription for Renewal 2025 Conference, initial contacts were made with pharmacists (Drs. Anna Wertheim, Corey Furman, Kara Birrer) in hopes of developing a partnership with Samaritan's Purse (SP). Ideas discussed included:

1. Developing a medical missions Advanced Pharmacy Practice Experience (APPE) elective jointly overseen by CPFI and SP using CPFI Student Chapter members
2. Creating a Pharmacist Preparation Course for Samaritan's Purse Disaster Assistance Response Team (DART) to equip nonhospital-based pharmacists for DART deployment.

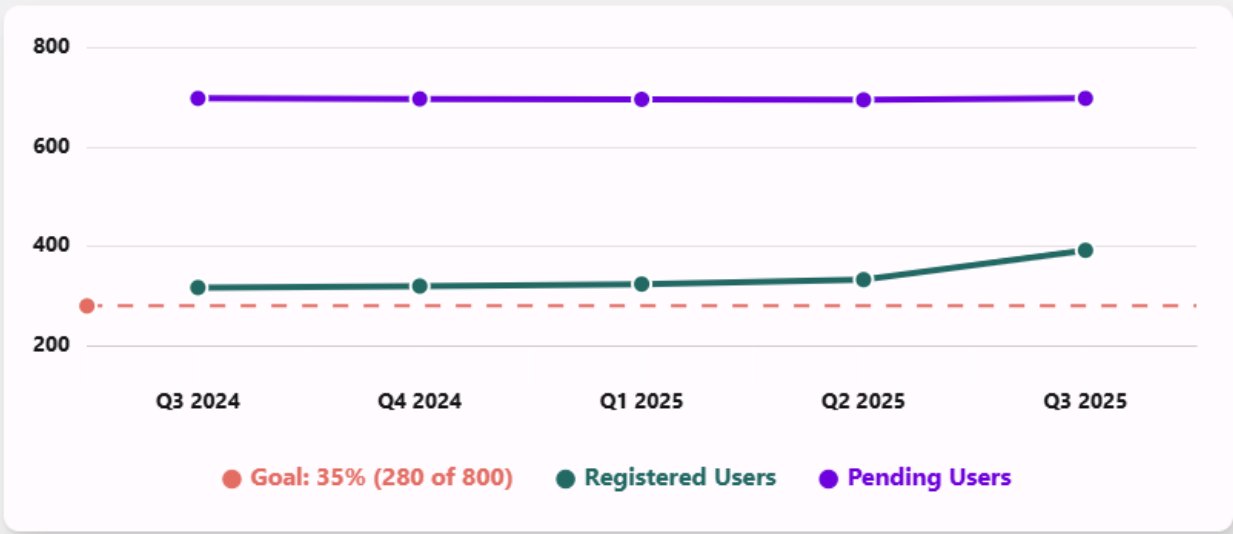
Communications

A. RightNow Media (7/1/25 – 9/30/25)

Base Stats

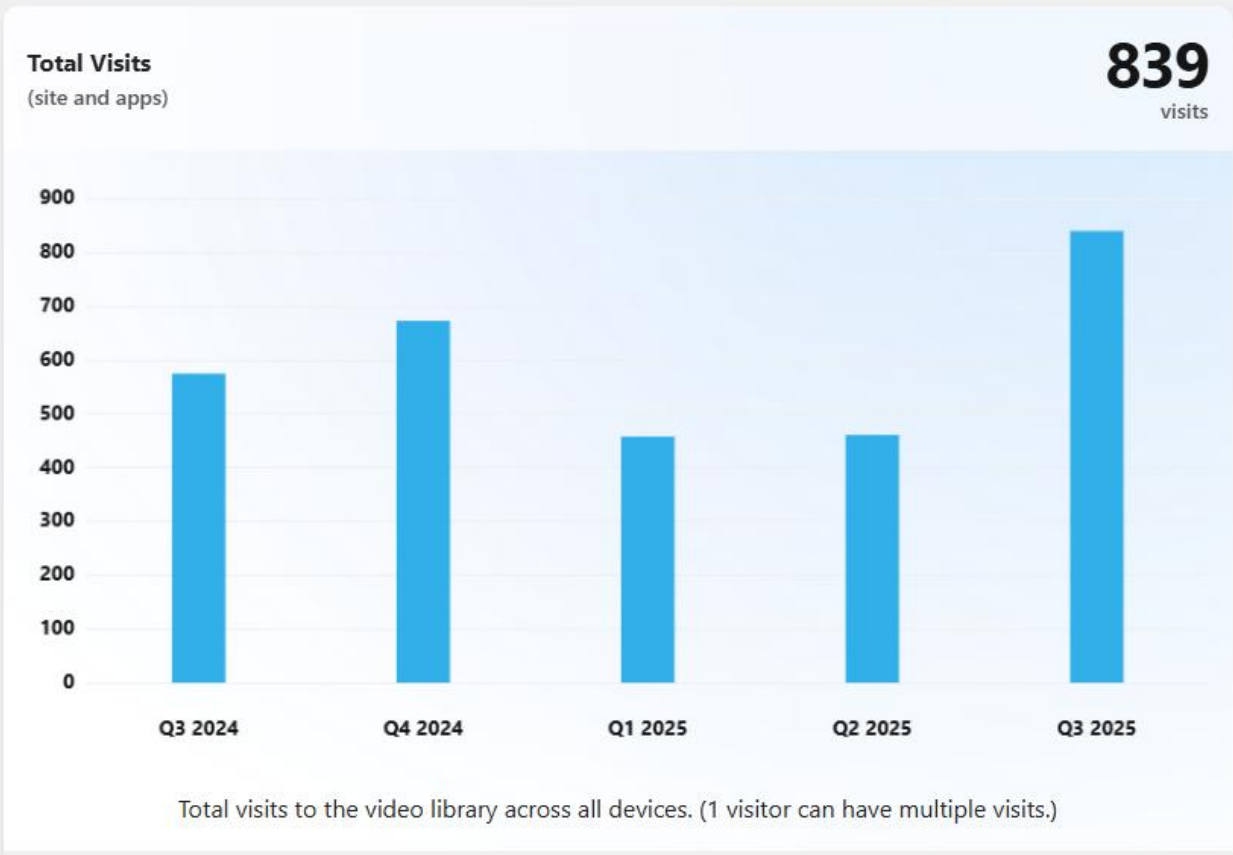


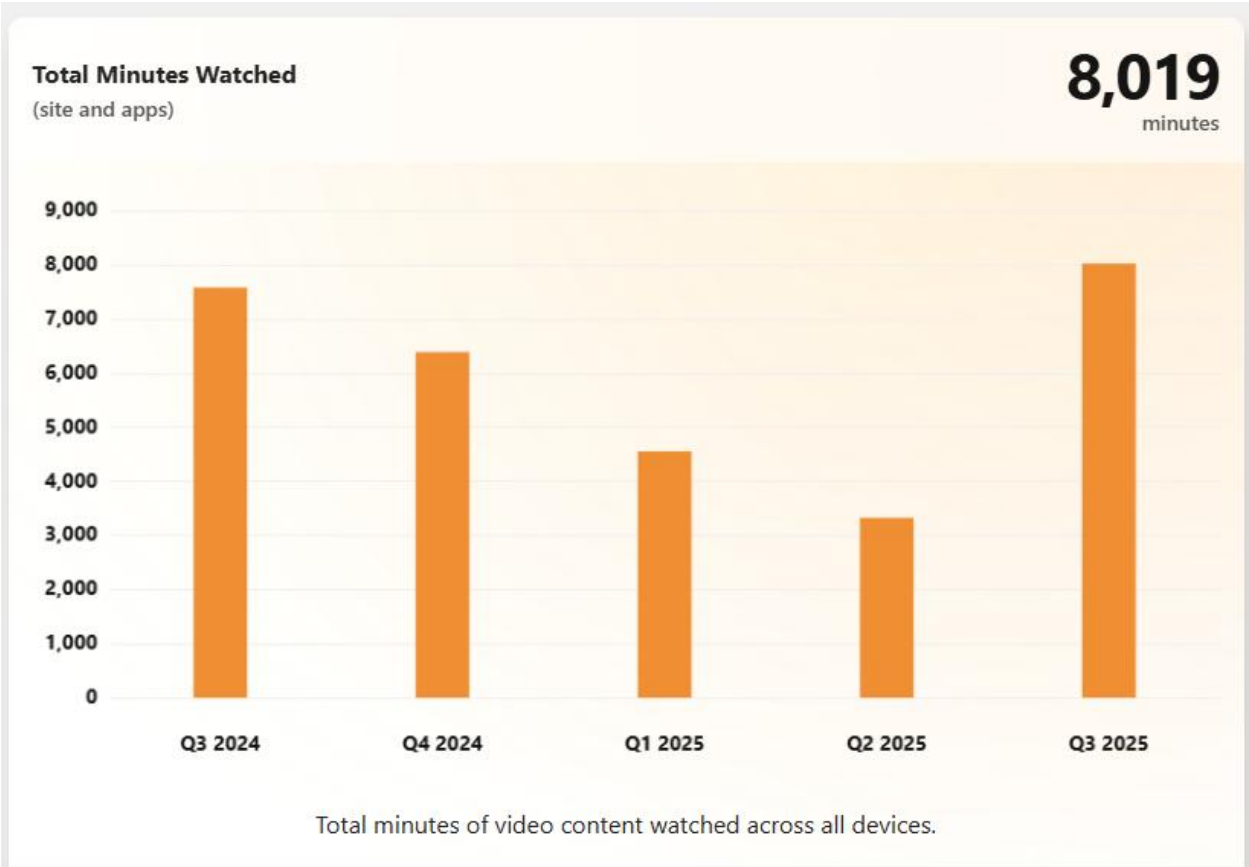
User Registration



Engagement Stats

Based on user research, 1 visitor = approximately 5 unique viewers



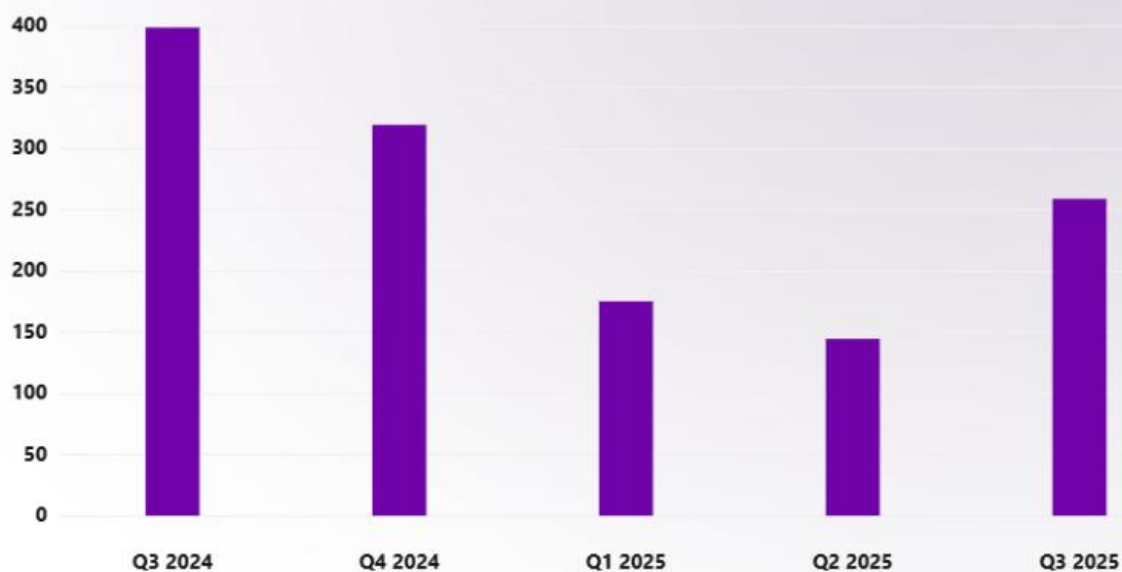


Average Minutes Watched / Viewer

(site and apps)

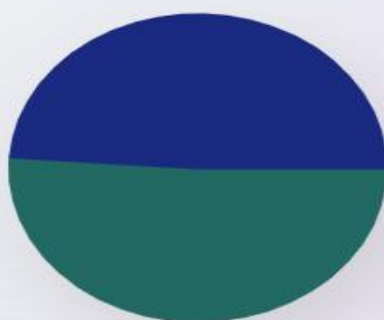
259

minutes / viewer



Average number of minutes of video watched by visitors who viewed a video, across all devices.

Content Engagement



● 51% - Kids Shows

● 49% - Series

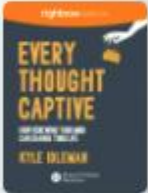
Top 5 Genres

● Kids ● Books of the Bible ● Christian Living ● Marriage ● Parenting



Top Series

Percentage of all Series views.

▲ 1 ▼		Unlocking an Intimate Marriage SHAUNTI FELDHAHN & MICHAEL SYTSMA	8%
▲ 2 ▼		Every Thought Captive: How Renewing Your Mind Can Change Your Life KYLE IDLEMAN	8%
▲ 3 ▼		Trusting God During Life's Trials RANJIT DAVID	5%
▲ 4 ▼		The Book of Philippians JOBY MARTIN	5%
▲ 5 ▼		The Gospel of Luke: Part 1 J.D. GREEAR	5%

Top Kids Shows

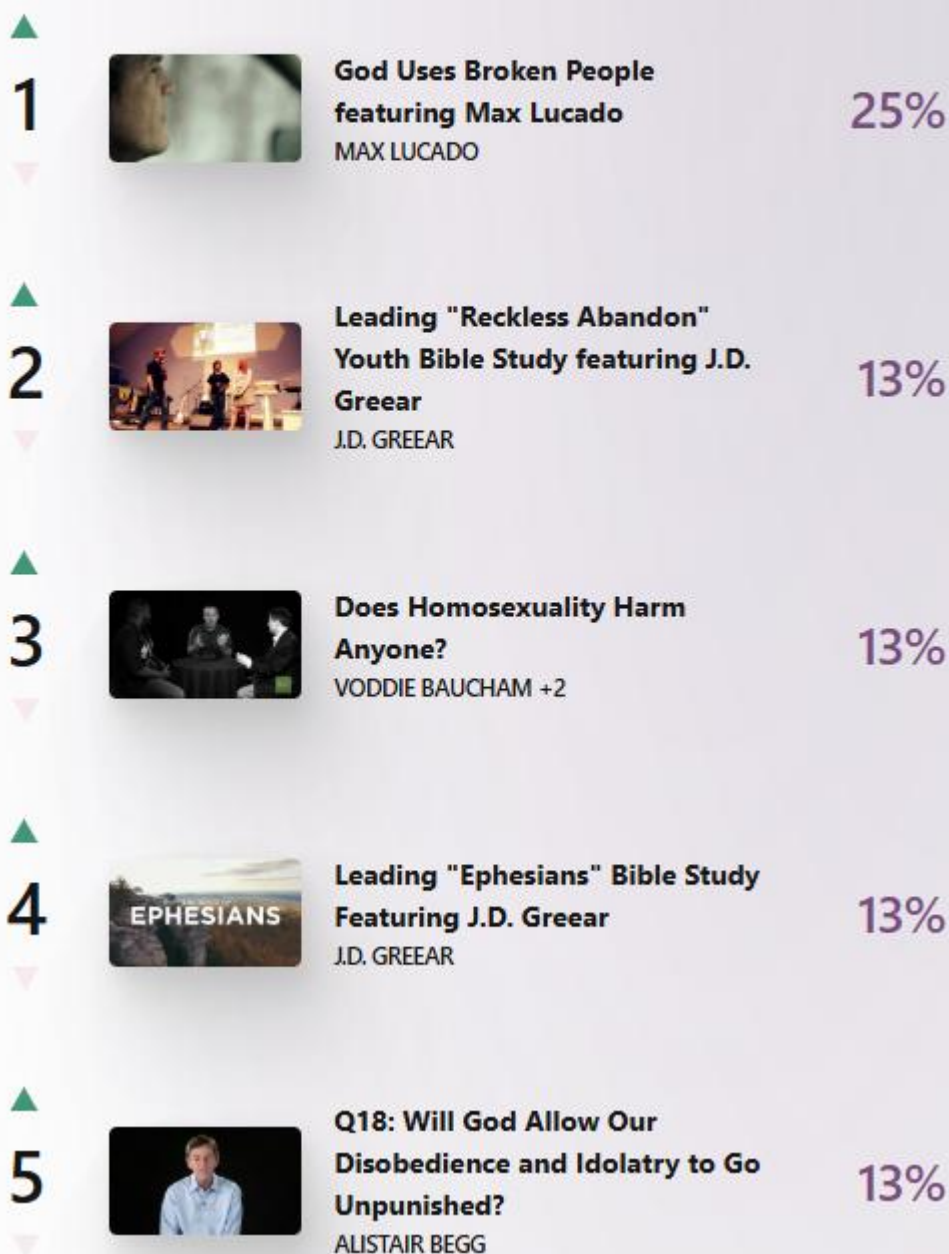
Top Kids Shows

Percentage of all Kids Shows views.

▲ 1 ▼		Superbook	30%
▲ 2 ▼		Stories from the Storyteller	23%
▲ 3 ▼		Bibleman: The Animated Adventures	12%
▲ 4 ▼		The Wonderful World of Benjamin Cello	6%
▲ 5 ▼		Miss PattyCake	4%

Top Interactive Content

Percentage of all Interactive Content views.



Questions to Ponder:

1. What is the best use of RightNow Media to foster spiritual growth?
2. How is RightNow Media being used in our Student Chapters?
3. How may RightNow Media be used to engage our members throughout the year?

- B. Monthly Prayer
- C. Monthly e-mail blasts (Faith Script)
- D. *Christianity & Pharmacy*
- E. Weekly Devotional – in progress

Many thanks to the CPFI Board of Directors. Thank you for your support and service to our Risen Lord through CPFI.

As a personal report, Marjorie Hayes and I are engaged.

Grace and Peace,

Jeffrey Copeland

Jeffrey Copeland, BS, ThM, PharmD
Executive Director