



Minutes of the Conference Call Meeting

Tuesday, 19 April 2011

A meeting of the NIDCAP Federation International (NFI) Board was held by telephone on Tuesday, April 19, 2011 from 3:05 p.m. to 4:00 p.m. E.S.T.

Present: H. Als, D. Buehler, J. Helm, S. Kosta, g. Lawhon, G. McAnulty, R. Sheldon, K. Smith, K. VandenBerg, J. Sizun, V. Youcha

Dr. Als opened the meeting at 3:05 p.m.

Follow-up of Pritzker Foundation Funding Decision

Dr. Als stated that she sent the Board the letter from the Pritzker Foundation indicating their decision not to continue funding at this time. She emphasized that this news places the NFI's need to find funding at an even higher priority.

Discussion of How to Proceed with the Loevy Consulting Group

Dr. Als reported that she received an email from Dr. Steven Loevy that reviewed the established goals and deadlines set at the mid-year meeting. She added that she has set up a phone appointment with the Loevys for Monday, April 25. The email indicated that Dr. Steven Loevy had arranged a phone time with Drs. Helm and Buehler regarding Board development. Dr. Als asked Dr. Helm to confirm the date and time with the Loevy's. Dr. Als reported that she explored the Casey Foundation for possible funding. However, she learned that they do not accept unsolicited grant applications.

Dr. Als asked the Board to suggest additional ideas on how to make effective use of the Loevy Consulting Group. She asked Dr. McAnulty to summarize her exploration of a professional management company that had been recommended by Dr. Steven Loevy. Dr. McAnulty stated that she spoke with a representative from the Smith Bucklin group. However, she was told that the NFI is not a typical client and that the NFI is too small an organization to benefit from such a service. She recommended a few smaller companies and suggested that perhaps the NFI could out-source a limited number of tasks as opposed to outsourcing the management of all financial and membership activities. Her advice was to pursue a small, local agency. Dr. McAnulty reported that she spoke with one of the companies recommended by the representative at Smith Bucklin. She asked the contact to create a bid that included arranging and coordinating the Board and Trainers Meetings, as well as managing membership activities (e.g., invoicing, etc). Dr. Lawhon stated that the point was to outsource those activities that would free up the Board for other more managerial tasks. Dr. Als stated that outsourcing the management of meeting arrangement/coordination and membership activities would free up Dr. McAnulty, Ms. Kosta and Dr. Helm's time. She stated that if and when the NFI has more funds this option should be considered. Dr. Helm suggested that when the NFI has an ED on staff again, that individual could be responsible for these tasks.

The discussion resumed on how to make best use of the Loevy's time and consultation. Dr. Als stated that it is important to charge them with finding funding sources for the NFI. Dr. Vandenberg stated that she asked very specific fundraising questions of the Loevy's and she asked Dr. Sara Loevy to address them at the meeting. She would like to call them and speak to them about fundraising and specifically how to go about identifying donors and other funding agencies. Dr. Als advised Dr. Vandenberg to speak with the other members of the Fundraising Committee prior to calling the Loevy's. Dr. Buehler also reported that she submitted several questions to the Loevy's but has not received any response to them. She emphasized the importance in being organized and efficient in using the Loevy's time. Dr. Als suggested that all members of the Fundraising Committee be available for a call with the Loevy's.

Dr. Vandenberg reported that she will send her mid-year Fundraising Committee Report to the Board.

The Board discussed whether to ask the Loevy's for a list of donors and foundations. After much discussion it was decided that they would be asked for such a list. Dr. Youcha stated the importance of not losing sight of the Board development goals.

Dr. Als stated that Drs Helm and Buehler are drafting the Board member descriptions and characteristics and asked who would be responsible for interviewing the candidates. Dr. Vandenberg offered to help with formulating the list of characteristics. Dr. Helm explained that typically when he opens an election up for nominations he collects names and does telephone screening of candidates. He stated that once he and Dr. Buehler have created the job descriptions and identified the roles of the new Board members, they will then develop a strategy to launch the search for candidates. He stated that the job descriptions should be ready by mid-May. Dr. Buehler added that the Board may have to restructure the format of the meetings that occur around the Trainers meeting, as new members of the Board may not have the flexibility to stay through the Trainers Meeting to attend the first meeting of each fiscal year.

It was stated that the professional management outsourcing will be deferred until such time when there are sufficient funds.

Discussion of NFI's Immediate Financial Needs: Donor Appeal.

Dr. Lawhon volunteered to draft and send the donor appeal letter to all NFI members. The letter will acknowledge their membership and remind them of the work the Board is doing. She stated that the Mid-Atlantic Training Center has offered to cover the cost of the mailing. Dr. Buehler stated that she will be involved in the stationary design. Dr. Lawhon indicated that she would need most of the work completed by mid-May. Some suggestions were made as to how to format the letter. There was discussion as to whether to send the letter electronically in addition to via postal service. Dr. Lawhon asked that the Board entrust the appointed task force to formulate the letter, obtain all addresses, and mail the donor appeal.

Fundraising and Marketing Materials

The Board discussed how to move forward with fundraising and marketing in order to expand the donor base and how to determine the criteria that must be met by a company before the NFI considers accepting donations/grants from them. Dr. Helm suggested the need for a policy that outlines such criteria. Dr. Als asked for volunteers to spearhead such an effort and Dr. Vandenberg volunteered. Dr. Vandenberg agreed that she would draft a policy statement and send to the Board for review by May 13th.

Budget

In looking at the current budget the Board determined that one revenue stream that could be increased is the membership. Dr. Als asked if it would be feasible for each Board member to nominate five new members. The Board seemed positive that this was feasible.

Next Board Conference Call

The next Board conference call is Tuesday, May 17, 2011 at 3:00 p.m. (EST) Dr. Lawhon stated that she will be unavailable for that call due to training commitments.

There being no further business upon motion, duly made, seconded and carried, Dr. Als adjourned the meeting at 4:00 p.m. (EST) on Tuesday, April 19, 2011.



Deborah Buehler, PhD
Secretary
NIDCAP Federation International



Sandra M. Kosta, BA
Assistant Secretary
NIDCAP Federation International