

IAPFS

IAPFS November Board Meeting Commence 8:00 PM EDT

November 15, 2022

BOARD ATTENDEES: Laura Pickler, Richard Katz, Jessica Brown, Peter Girolami, Beth Halpin, Beth Heap, Ali Kozlowski, Terry DiMaggio

CRAVEN: Diane Yenerall

8:01 PM Laura called the meeting to order

Minutes from October meeting approved.

Board Retreat

Due to not being able to identify a date/time for a Board Retreat this year, Laura proposed that we will fill any holes in the Board Meeting agendas with “Board Strategy” topics so that we can move from reactive to thoughtful planning for IAPFS.

Board Strategy Discussions

Who We Are, Why We're Here, & What We Can Do As A Group

Four pillars that IAPFS is focused on: Advocacy, Research, Education, and Collaboration.

- Jessica created a Venn diagram representing IAPFS, these four pillars, and how it relates to other established organizations (some overlap with ASPEN, SENTAC, INoEA, NASPGHAN, ASHA SIG, and Feeding Matters; however, they don't come at it with the same lens as we do).
 - o Powerpoint attached with Venn diagram and additional information.
- Jessica noted that SENTAC follows us on social media.
- Sally proposed eventually including INSAR in the Venn diagram due to potential overlap.

Why did we start a new organization and not join in with another organization?

- There wasn't the multidisciplinary collegiality that we were looking for, and we wanted to vet the standard for how multidisciplinary care would be provided for pediatric feeding disorders and be a model for how a multidisciplinary organization can be.

Role as Board Members

- Board should be strategic (e.g., generate ideas to raise money, generate ideas valuable in some way to organization); ensure fiscal accountability; represent diversity of disciplines; and liaisons for committees should help by providing communication between Board and committees so that committees can work together around a set of goals.
- Management staff should be tactical. (Thank you to Diane and Gina!)
- Discussed why different Board members joined, including wanting representation for one's discipline, learning more about other organizations/what other providers are doing, being part of a multidisciplinary organization, wanting newer feeding providers to have resources and not feel isolated, networking, and improving skills.

Membership

Why are people joining our organizations? Could be...

- Knowledge, learning, and technical solutions (may not be providing all of these yet)
- Networking (starting to get better at this)
- “Joiners” – people that just want to join something that is bigger than themselves

Board Strategy

1. Membership

Aim: To attract and retain membership

Action Plan:

- Increase membership benefits (such as networking opportunities, website content, webinars)
- Create an automatic payment plan or allow a 3-5 year payment option
- Increase awareness with interacting with other organizations and increasing social media presence

2. Professional Education

Aim: Develop educational programs to facilitate and improve education on pediatric feeding disorders for pediatric residents, pediatricians, and GI fellows, students of all disciplines, psychology post docs

Action Plan:

- Create a virtual intensive educational program (Feeding University)
- Core curriculum that can be for sale (Terry’s idea)

3. Financial stewardship

Aim: To support financial health of IAPFS

Action Plan:

- Consider establishing corporate partners for educational purposes
- Alternate in-person and virtual annual meetings

Action items:

- Schedule Board retreat each Fall if possible – find a theme as a primary unifying goal (2-3 options for members to vote)
- Research and Education Committee is organizing a virtual event in mid to late January during which Loretta and Rob will present on the intensive feeding program list they’ve been working on, and 3 programs, ideally those that are part of IAPFS, will be asked to present on their programs (hoping to have these geographically spread out).
 - o No CEs. Will be a membership plug.
- Research and Education Committee will also plan to host 4 webinars throughout the 2023 year; members and non-members will be able to get CEs as a package deal for these.

Next time:

- We will discuss more about the “how” of the strategic plan.
- Laura asked for others to E-mail out ideas if they have them.

Craven Report

- Getting ready to send renewals out for new membership year
- Gina met with Communications Committee and worked on a timeline for the newsletter, and also editing and working on the hosting site survey

- Diane met with Peter to go over financials of 2022-2023 year; are a bit behind putting together budget for this year, but needed to know direction Board is going in first
- Diane met a woman who has a food bank for thickener and she'd be happy to write an article to be featured in our newsletter
 - o Board was in agreement, so Diane will follow-up with her
- Current Membership
 - o 261 members
- 2022-2023 Budget
 - o Considering the plan to offer CE for webinars
 - To provide CE for MDs, NPs, LPs, SLPs, OTs, and RDs – Approximately \$7,100
 - \$6,000 for 4 webinars sponsored by organization we went through for the in-person conference
 - Plan to become ASHA CE provider (\$900)
 - Beth is going to help Diane figure out how to become an OT CE provider. Will be able to have Need to think about pricing of webinar events and how much CEs will cost
 - Also looking into possibility of Social Worker and BCBA CEs
 - o Total expenses: \$22,350
 - o Based on 2021 virtual event and attendance by discipline, proposal of 4 events (1-1.5 hours each), estimating that 10% of the number of participants from 2021 virtual event will attend, proposed \$150 for MDs, NPs, Psychologists and \$75 for other disciplines for the whole year's webinar series.
 - o Maybe get 1-2 companies to sponsor webinars (\$2k).
 - o Membership fees = About \$12k.
 - o Then we would have a profit of \$4800. Could be put into marketing, more webinars, etc.

Board discussed charging for CE events as a webinar series versus per event.

- Diane said it is best to do as a package because then if we record, people can watch them later.

Jessica asked if this is this enough revenue for years we do national conference in person?

- Diane noted that netting a little more would be great to build up reserves.

Board discussed pricing per discipline.

- Terry reported concern about fee for NPs being too high. Diane proposed moving into the other group.
- Others reported that pricing for some disciplines may be considered very good, especially given that it is to learn from professionals with expertise in feeding.
- Sally proposed \$99 instead of \$75 for the other group's pricing, and Diane proposed then decreasing MDs and Psychologists to \$149 for market similarity.
- Prices for non-members will be more; will use similar pricing structure difference from previous conference (exact prices TBD).
- This would increase webinar income to almost \$14k.

Laura asked for vote on the following:

- Proposed prices for webinar series per discipline (\$149 for MDs and LPs; \$99 for others).
 - o Beth Halpin motioned; Sally seconded.
 - o Motion passed unanimously
- Proposed budget.
 - o Beth Heap motioned; Sally seconded.
 - o Motion passed unanimously.

December Meeting

Next meeting is scheduled on 12/20/22. Laura asked if we would be available. Beth Heap will not, but all others will. Laura asked for everyone to bring a beverage to have a toast during the meeting.

ADJOURN: 9:13