

## AAD Board of Directors June 29, 2017 Email Ballot

Attached are two proposals that Dr. Lim is asking you to consider and approve prior to the July Board Meeting. Because both initiatives are time sensitive, our ability to forge ahead with both projects is contingent on board approval in a timely manner.

The first item comes from the Strategic Planning Work Group, chaired by Vice President Brian Berman. As you may recall, we have been anxious to identify an external consultant to work with the Academy to develop a strategic planning process and assist us in holding a strategic planning retreat in 2018. This initiative will build on earlier strategic planning work done in 2016 under Abel Torres.

The work group issued an Request For Proposal (RFP) and reached out to a variety of strategic planning consultants who specialize in the association world to identify the best fit for our organization and its strategic planning needs at this time. Based on the RFP process and in-person interviews with several consultants, the work group is asking the Board to approve an expenditure not to exceed \$93,500 to secure the consulting services of Tecker International for this project. The costs for this consultant will be spread out over the current 2017 year and upcoming 2018 year. ( see attachment for full details).

The second item is a request to retain an external consultant to work with the Ad Hoc Task Force on Reimagining Summer Meeting to help us identify the best way forward to ensure our summer meeting retains its financial viability and expands its relevance to our membership in upcoming years. As you may recall, this task force was formed in order to evaluate ways in which we can bolster the relevance and financial return on our summer meeting. Currently, we have a successful meeting but ensuring its future viability is an important assignment we must undertake now if we are to develop ways to enhance the summer meeting experience in upcoming years.

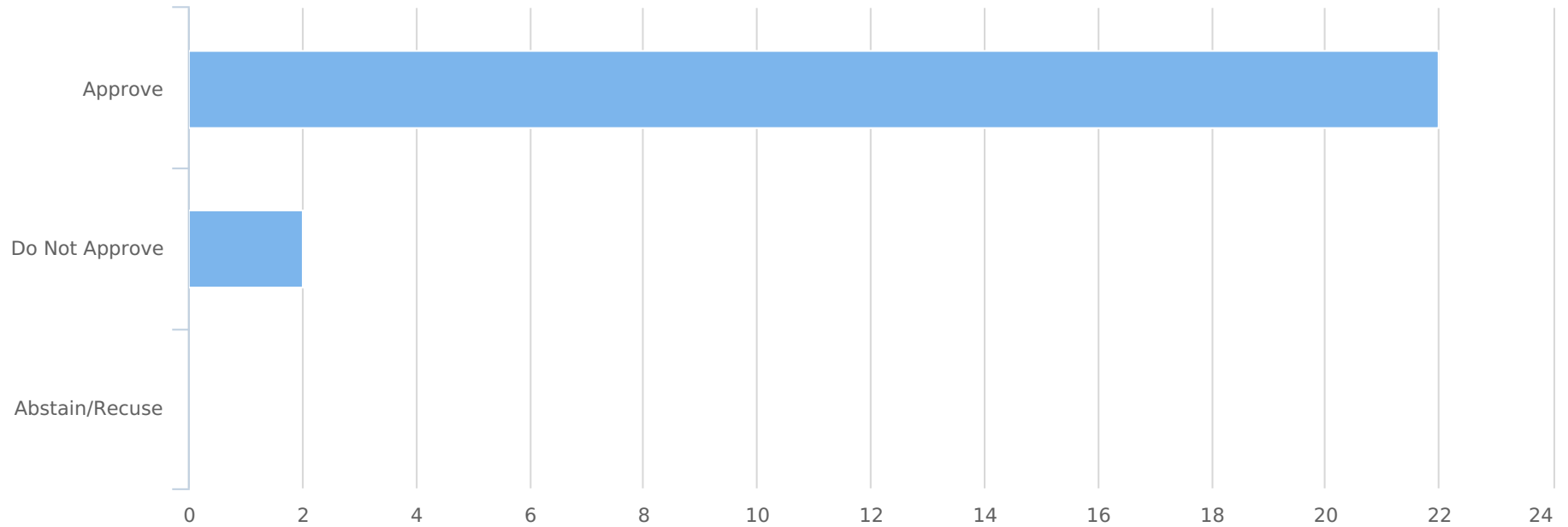
The ad hoc task force would like to retain an external consultant to assist us on this project. The consulting firm Minding Your Business has a strong track record of working with associations in this space with good results. They would work with the task force to conduct some member research, undertake analysis and ultimately develop some proposals for new ways to strengthen the summer meeting. The board is being asked to approve a \$75,000 expenditure to secure these consultants for 2017. The total consultant cost for this project will be \$150,000 but the final \$75,000 will be incorporated into the 2018 budget process. The consultants would like to attend our upcoming summer meeting to begin their assignment and that is why this request requires immediate board approval prior to our meeting in July. ( see attached for details).

Drs. Lim and Mathes are supportive of moving forward on both of these initiatives.

Please review the attached recommendations for action and indicate your vote below. Thank you.

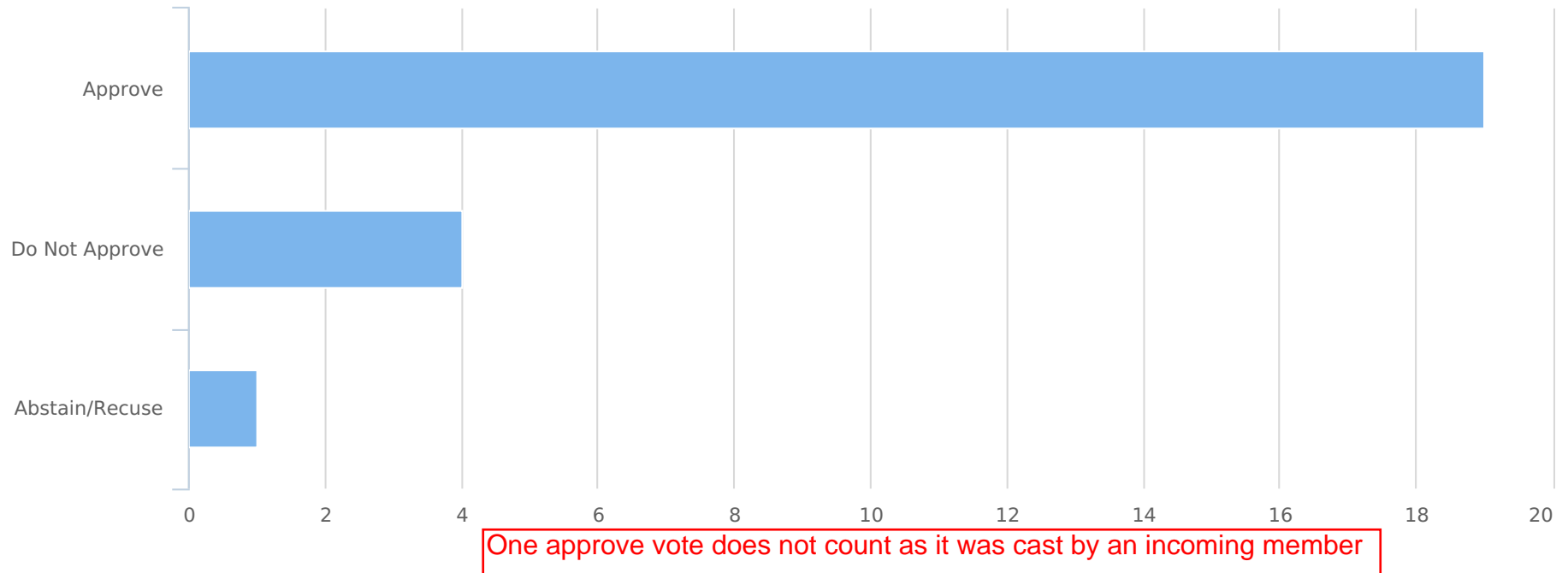
**Deadline: Wednesday, July 5, 2017.**

1. Approve contracting with Tecker International to facilitate and guide the strategic planning process, culminating in a comprehensive three-year strategic plan.



One approve vote does not count as it was cast by an incoming member

## 2. Approve the expenditure of \$75,000 in 2017 to proceed with Reimagining the Summer Meeting project.



### Comments

[Erin Boh](#) on 7/3/2017 1:20 PM

I would like to see the data on finances of the summer meeting before making a decision. also could the reimagining of summer meeting be incorporated into the strategic planning?

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[Patricia Farris](#) on 7/3/2017 1:23 PM

Can we discuss at the summer board meeting? Is this perhaps something that could be part of our strategic planning? Does it really require a separate consultant?

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[Kimberly Butterwick](#) on 7/4/2017 8:44 PM

I need to hear more discussion about why a consulting group is necessary. It seems the dermatologists from all stages in

their careers who are being educated and who go to multiple other meetings per year would be the best ones to identify new ideas. A dynamic task force of dermatologists empowered to change things up seems to me to be the best way to approach this. A facilitator could be hired to support the project. I would like to vote yes because Drs Lim and Mathes support it but feel I do not have enough information about what these outside consultants would bring to the table.

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