

## USHS Minutes 02/26/2013

Present: Carolyn Shenmen, Pat Aylward, Candice Saylers, John Laird, Catherine Antunes, Lora Laird, Robert Jaffe, James Cotten, Carol Lee, Isaac Goren, Phil Sorensen, Lincoln Wachtel, David Tierney

Excused: Renata Parino, Cheryl Ritenbaugh, Patricia Brady-Walzer, Kimberlee Bach, Dean Janeff

Unexcused: Maxine Adelstein, Susan Smith, John Whalen

Next meeting: 3/26/13

### Decisions:

1. Minutes from 1/22 were approved, both sets
2. Board accepted proposal from Development Committee which asked that Board members be responsible for a phone campaign for the 2013 Oneness Campaign.

### Accountabilities:

1. Lincoln Wachtel and Cathy Antunes to discuss and look into putting lectures onto iTunes by 3/26

### Announcements:

Susan Smith tendered her resignation as of March.  
Prayers asked for Halima Bach who lost her job at Best Buy.  
We need a new student advocate volunteer.

### Agenda:

#### Enrollment update:

- 8 people registered for Path of Love. Have held 3 teleclasses in recent weeks with 800 participants. We've hired Mary Fleming to follow up on people in Robert Jaffes's FL workshop who might attend. John Laird did a workshop in WA and OR recently. We are updating our year one brochure. We are doing social media campaigns. Also looking at creating high quality video for Path of Love.
- We are looking to hire a new marketing director.
- We have 5 applications in for Y1 spring plus 2 already enrolled.

#### Financial Report:

- Budget projections remain the same

#### Committee Reports:

Qayyum Committee: report submitted, no questions

Accreditation Committee: report submitted, no questions  
Strategic Planning: report submitted, no questions

Development Committee:

- We were able to compile a list of donors to call thanking them for donating to USHS and asking if they will renew their commitment.
- Teleconference with Robert Jaffe for April 4<sup>th</sup> schedule
- Are working to compile 'success stories' of past students
- Are creating a letter to be mailed to our database
- John Laird underscored that a 'phone tree' as envisioned by the committee is a project that needs the full support of each board member.

Phone calls to USHS Donors:

The meeting was adjourned for ½ hour for Board members to make personal calls to previous USHS donors thanking them and asking them for continued support.

The Board assembled again after making the calls and shared their experience:

The meeting was adjourned at 6:00pm Pacific time.