

USHS Board Minutes

12/23/14

Present: Carolyn Shenmen, Renata Parrino, Lora Laird, John Laird, Pat Aylward, Carol Lee, Kimberly Bach, Elizabeth Donihoo, Phil Sorenson, Sharmela Graefer, Maxine Adelstein, Donna Crews Finney, Dawn Melzer, Patricia Walzer

Excused: Cheryl Ritenbaugh, Lincoln Wachtel, Ibrahim Jaffe

Unexcused: Catherine Antunes, James Cotten

Meeting opened with Fatiha by Maxine Adelstein
Prayers for Michael and Cheryl Ritenbaugh

Next Meeting:

Tuesday 2/24/2015

2pm-4pm PST

Call-in: [\(605\) 475-4800](tel:6054754800) Pin: 271411#

Agenda:

Development report tabled unless John Laird or Catherine joins the call.

Accreditation report tabled unless James Cotten joins the call.

Approval of minutes:

November minutes approved (need Web version).

Enrollment report

Lincoln's report was sent out. Y2 and Y3 exceed have budgeted enrollment, Y4 ministry reached budget, just very short on Y1. Teleclass enrollment going well.

Now enrolling for Y1 winter – 7 apps in; admin offices open again Jan. 5

Working on finalizing dates for Y1 spring at Farm of Peace, possibly Bay Area; summer Y1 intensive. Will begin to market/ enroll Y1 spring in January.

Just hired someone to help with enrollment, he's working with Amina's list, making calls, doing well. Initially contracted for up to 40 hours week until begin of Jan.

Financial report

Spreadsheets sent out prior to meeting

A second month of a very simple, no-surprises FOC report. Presidents' report will go into more details.

Cash cushion on line 40 is well above zero. Doesn't dip below 100K until July, end of our FY, thanks to Allah. Is updated each month based on collection of receivables, enrollments, etc.

Improvement accounted for by Fawzia's teleclass, and also development. Plus Lincoln really keeping expenses in line.

Last month we didn't have exact enrollment yet.

John Laird: Worth noting that this [budget vs. actuals] report is a milestone! Very helpful

Pat Aylward: I agree, the financial info we're receiving now is the clearest and most helpful that I've seen in my years on the board. Hats off.

Development report

John Laird gave overview in absence of Catherine.

Have a triple match for donations between now and end of year. Emails have gone out, been making calls to donors, raised about \$8500 this week.

Maxine met with Val and Katina to define her role vis-a-vis development.

One letter of intent has gone out to one foundation; work ongoing to refine a list of other foundations and which to approach next.

\$160K is already pledged this year, more than halfway to our target, but a large chunk of that is large donation being used for the triple matching grant. So second half of target will take more work. Going well and pretty optimistic.

Trying to get a lot more donors at the \$5K to \$100K level. Val focusing on new donors, and those current capable of increasing their level.

Board members who haven't given in this cycle will receive a letter, please consider and give if you can. Our goal is 100% participation, as last year.

Donations from staff and board, unfortunately, will not be matched.

Other Committee Reports

Accreditation report tabled until January.

Co-Presidents Report

Was sent out a few days ago.

Highlights include enrollment – already discussed.

There's a change in budget – may not be reflected in cash flow projections. Had budgeted \$60K for mentoring for new healing certification for students (pre-paid but optional); decided to only do with Y2 and Y3 to start for numerous reason. Also not all students will elect it, but budgeted for all. Expect to save approx. \$18K, may need some of it to pay for increased enrollment support year-round.

Are search for Bay Area location, Maxine and Christine looked at several venues. Zaytuna in Oakland is open to having Salima talk to their students about masters, they only offer a bachelors. Found a cultural center willing to share their mailing list, looking at setting up some intro talks and weekends with Dr. Jaffe, Maxine and faculty. Looking at Muslim population and spiritual seekers in the Bay Area, also theological students. Goal is at least 10 students in Y1 spring from Bay Area.

Christine is working on more webinar series, incl. Amany on Tafsir of Sura Baqara, several faculty on healing, Nazaha on herbal remedies, a 3 week arabic intensive, a 20 day ramadan retreat at SSRC.

Attending our first graduate fair in San Diego in April. This one is for health care professions.

Discussion - How to Increase Growth within Tariqa and University

In a recent Sufi Community Leadership Call, a topic was brought up that seems pertinent to USHS. Some have observed that growth within tariqa has been stagnant compared to years past. Not true across the board, but generally it is a trend. We questioned why is this happening? What have people done in communities to reach out, recruit and support new people? Why not ask same question regarding the University? Would like to open up to broader discussion on

board. Pat has some ideas but would like to hear from other members. What are possibilities for university to reach out, what are challenges, ideas, any questions for co-presidents. Open discussion. Many helpful suggestions were discussed, including need to refine our marketing with a single, one-line message that summarizes what we do, and ways to support growth of communities, which should in turn support USHS enrollment.

Meeting closed with the Fatiha.