

## **USHS Board Minutes**

**1/27/15**

**Present:** Carolyn Shenmen, Renata Parrino, Pat Aylward, John Laird, Lora Laird, Cheryl Ritenbaugh, Phil Sorenson, Lincoln Wachtel, Donna Crews Finney, Sharmela Graefer, Maria McConchie, Carol Lee, Dawn Meltzer, James Cotton

**Excused:** Ibrahim Jaffe, Elizabeth Donihoo, Kimberly Bach, Maxine Adelstein, Patricia Walzer

**Unexcused:** Catherine Antunes

**Guest:** Christine Lee

### **Next Meeting:**

Tuesday 2/24/2015

2pm-4pm PST

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

### **Minutes:**

Meeting opened with Fatiha.

### **Agenda:**

Lincoln requested to give enrollment report first, in case he needs to leave.

### **Approval of minutes:**

December minutes were approved.

### **Enrollment & Marketing reports**

Lincoln Wachtel: He sent enrollment report ahead, numbers have not changed. Questions followed; in sum, the current push is to fill Y1 spring at the Farm of Peace, March 21-28. Next is Y1 spring in Bay Area, dates not final, looking at end of April.

Also planning a 3-week Y1 intensive [at SSRC], July 26-Aug 15. Goal is large enough combined Y1 classes to net 30 students into Year 2.

Christine Lee - Marketing: No new events to add to the list [from last month], but we're excited to start relationships with other organizations such as the Islamic Cultural Center in Oakland, expect sharing events, ongoing opportunities. There are several things in the initial phases that we hope will bear fruit, not quite nailed down yet.

## **Financial Report**

Phil Sorenson: The FOC report and 3 spreadsheets were sent out prior to the meeting. Not much to say except “thank you, Allah!” Bottom line is we are on track from what we talked about last month, no variances, no surprises, good cash cushion.

Income from the four classes is below projections but others, such as Fawzia’s teleclass, are above projections, as are donations. When blended together, we are actually a bit ahead of budget. We are grateful but it's not time to be complacent.

Our primary challenge is filling the Y1 classes, which affect our next four years' enrollment. Discussion followed on plans for rolling out more distance learning.

## **Development Report**

Catherine Antunes was not on the call.

Pat Aylward shared about board participation in the annual campaign. Thanks to everyone who participated; we are still aiming for 100% participation to receive an extra \$5,00 donation.

John Laird reported an increase in committee membership. Sandra Collinger and Nina Ham, both Y2 year students, have joined the Development Committee. They will help rethink how to approach our current students.

Carol Lee reported plans for a more personalized and coordinated "gratitude" approach, consulting with Katina Bishop, for various levels of thank-you's depending on level of giving.

Maxine Adelstein is working with Katina and Val on how she can best plug into foundation efforts.

## **Co-Presidents' Report**

A written report was sent out a few days ago by Carolyn. Highlights include:

- In April, Carolyn and Sharmela Graefer will have a table at the UCSD grad fair April 15, for health care professionals, as a trial run.
- Maxine will be meeting with the head of the Ta’leef middle-eastern cooperative in the Bay Area whose mission is to support new converts in Islam. The admissions director at Zaytuna invited her to come speak to their graduating class about USHS.

- Accreditation - we've identified two areas of need for accreditation. One, a records library, the other an external financial audit. We are investigating the minimum requirements and costs. We plan to bring in a couple of CPAs to assess our audit readiness. Deb Lewis feels like we are pretty well prepared, she has established audit trails for the past year.
- Outreach - this week the first co-presidents newsletter is going out, and we've scheduled a Q&A call for Feb 6th.

Questions and discussion followed.

Clarification that USHS **did not** co-sponsor Dr. Jaffe's "end of days" program.

Agreed the language needed to be rethought for future announcements going to our database.

Clarification vis-a-vis co-marketing between Jaffe and USHS from Carolyn: We don't "recommend" his classes or require our students to attend. What we legally have to show is only that we believe, from our end, there's a benefit. Not that there is enrollment occurring, although that is nice. We do need information to make sure it's mutually beneficial. We are working on collecting that sort of data.

The Board acknowledges there is now co-recruitment happening with Ibrahim's courses and our understanding is that it's acceptable and legal, as long as we feel Ibrahim's classes benefit our students. Further, the board would like to know if this is resulting in additional recruitment; and we request a co-presidents report in June on the impacts in our enrollment, with additional assessment in September.

### **Strategic Discussion**

Pat Aylward requested that board members express gratitude and appreciation to the University staff for all their hard work and how much we appreciate it. Lincoln and Cheryl seconded it.

This led into a discussion on what additional benefits could be offered to staff, and whether it's time to look again at salary and benefit levels. FOC was requested to put together a picture of what "financially healthy" looks like and what are some markers to know when we can start looking at more benefits. Lincoln was requested to start compiling a plan for a more comprehensive benefits goals/recommended increases, what are the priorities for next year's budget.

### **Other Committee Reports**

Community Relations and Enrollment have both been inactive over a year. Pat is trying to get new board members on committees and resuscitate some of them.

Alumni (Lora Laird). Nothing new to report. Reviewed the list of alumni teleclasses, which have been well received, decent attendance.

Lora Laird also reported that the student healing clinic has a new assistant, and in last calendar year had 51 people sign up for sessions with almost no marketing.

Accreditation report. The facilities requirements were based on State of California, but if going directly from WASC appear to be different and less strenuous. Theirs are more "commensurate with what you're doing" -- less pressure on facilities issue. Also looking at different models for delivering classes, so that piece is evolving a bit but less immediately costly than BPPE seems to be.

Question on financial requirements for accreditation. Carolyn Shenmen reported there is no specific bank balance required, we just need to be audited and look like we're going to stay in business. There are some costs the year we go up for accreditation -- site visits, the audit, and other expenses. The committee will be establishing and budgeting for those costs.

Sharmela Graefer closed the meeting with the Fatiha.