

USHS Board Minutes (web unapproved)

05/26/15

Present: Maxine Adelstein, Catherine Antunes, Pat Aylward, Donna Crews-Finney, James Cotten, Elizabeth Donihoo, Carol Lee, Carolyn Shenmen, Phil Sorenson, Lincoln Wachtel, Patricia Walzer

Excused: Robert Jaffe, Renata Parrino, Dawn Meltzer, Kimberlee Bach, John Laird, Lora Laird

Unexcused: Sharmela Graefer (?), Maria McConchie

Next Meeting:

Tuesday 6/23/2015

2pm-4pm PST

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

Decisions:

- April minutes were approved.
- Catherine Antunes and Patricia Walzer were elected at-large members of the Executive Committee.

Meeting Opened:

Carolyn started recording (Secretary not present) and led the Fatiha.

Agenda:

There were no additions or topic changes.

Lincoln noted that Christine Lee will not be on the call today.

Approval of minutes: Minutes were approved when the meeting reached quorum.

Marketing report:

Christine Lee was not on the call to give the marketing report.

Enrollment report:

Lincoln Wachtel: Sent academic and program enrollment reports out ahead of the meeting, he has slight changes to those. They are still enrolling for Paul Werder's spiritual business course. Had 123 registered for free taster. Lowered the price about in half; 11 enrolled so far. Are looking at how to market outside of our tariqa to offer to new organizations. Courses have been well received by attendees. John Davies' is coming up, 111 registered for free taster, 3 enrolled so far. There's a Q&A call tonight for the Ramadan intensive at SSC, 19 registered for that call, program runs June 17 through July 3.

On June 9 is a free Q&A call, "Behind the Curtain", with Carolyn Shenmen. Eleven are registered and expect more. These calls have been a good marketing tool, currently the most productive source for candidates. The calls are live, will be an ongoing monthly call with different teachers hosting. John Laird hosts the Q&A on Jul 7, with 12 registered for that call.

Amany Shalaby's class has none enrolled yet; have 2 for the Arabic intensive. The summer intensive only has 2 enrolled, but we're still holding the energy for a large class. Floor opened to questions.

Jim Cotten: On the two Arabic intensives here, what's the go/no go date?

Maxine Adelstein: We have not decided yet. We need to wait until after the Q&A call and let people know what the drop-dead date is. Probably need to give it another week.

Pat Aylward: That's a lot [of programming]; hats off to everyone for all their work.

Financial report:

Phil Sorenson reported: Overall, we have 3 months to go in this FY, with a number of programs that are still scheduled. We don't have confident projections for income on those, they will be more clear in next month's report.

On our cash flow projections, Other Programs, line 18, for May-June-July, we decided to be conservative and not show any net income. Inshallah there will be some showing next month.

Even with no net from those programs, we are still above our threshold of \$100K in cash cushion. We've projected \$122K for the cushion at FY end. To review what the cash cushion is - we try to keep at least \$100K **above** one month's worth of orderly shut-down costs, including refunding all deposits. It has been above that all year and is projected to stay there through the end of this FY.

The next year's budget is in process, and it will give us a picture of the first few months of next year, which is typically a slow cash flow time. Other than that, FOC has no concerns.

We have a couple of other things in the works -- the co-presidents are defining the costs for the accreditation process, including financial statements audited for the most recent 2-year period. A subcommittee of the FOC, four individuals with an auditing background, are meeting to focus on the issue.

Minutes:

Pat: Back to the minutes, now that we have a quorum. The April minutes were approved.

Co-Presidents Report

Carolyn summarized the status of their major focus right now, the accreditation efforts. They have created a timeline and looked at what is necessary to submit the first step, an eligibility report. They have reviewed each of the 16 criteria and assigned people different aspects of that. They feel it's feasible to have our application done within 3 months. Floor opened to questions.

Q: Whatever costs we anticipate will be folded into the budget?

Maxine: That's correct. We're also preparing a three-year budget required for the accreditation review board.

We also need a short bio for each member that includes all credentials and affiliations, so we're asking everyone to put together a 3-4 sentence bio and send those to the secretary so we'll have that ready.

Also, each board member needs to physically sign our conflict of interest policy, ideally it should be read and signed each year. The secretary should be sending it out to do that electronically.

Carolyn: We probably will need to add board members with qualifications in higher ed, financial management, etc. We're also reviewing our strategic plan, mission, purpose and all of those statements to give them a more educational feel. We have to put together a very public face that goes up on the web site. They [WASC] are very clear that our main focus needs to be education. So you'll be seeing some of those in the coming months.

Maxine: I want to acknowledge our 4th year ministry class, which has put together a very beautiful, expensive survey so we can quantify what successes our students have made.

Development Report

Catherine Antunes. The telethon was well attended, many new people. The net result so far was less than expected. We're pleased many new people came on board to hear Ibrahim but we do need to make up the difference. To date, we're about \$33-\$35K away from our goal. A letter is going out to past donors this week. More personalized letters to larger donors over \$1K are also going out. We discussed outreach for those whose pledges are due to expire, to ask to re-up or increase pledges. We're still in much better shape than this time last year. Katina [Bishop] is doing a terrific job. A task force is meeting next week to assign personalized calls. Overall development has gone very well this year. Katina came on board later than anticipated, but she's a really nice fit and has done a terrific job. Inshallah, we should be good by the end of July. Floor opened to questions and comments.

Pat: We have achieved 100 percent board participation in the campaign - thank you to everyone! This puts us in the position of accepting the challenge grant.

Patricia thanked Catherine for the work she's done in the past few years.

Co-Chairs update:

Pat Aylward: As you know, Cheryl Ritenbaugh has stepped down. Last month I came to you with a nominee for co-chair. After discussion, it was decided to put this on hold pending more research into any issues from the standpoint of accrediting bodies. We've decided it's more prudent seek another person for that position in view of the upcoming accreditation process. Next month I hope to have another member to propose.

Selection of at-large members of executive committee

Pat: The executive committee was established about 5 years ago. At the time it was the chair(s), vice chair (we don't have), secretary, the head of FOC and 2 other members to be designated by the board. It was put together to act on behalf of board in event of something needing fast action or because of a sensitive nature. The board needs to to renew that committee and name 2 at-large members besides the officers. The term is 2 years.

Catherine Antunes and Patricia Walzer volunteered. No objections, therefore they are hereby designated at-large members of the Executive Committee for a term of two years.

Other Committee Reports

No other committees reported.

Pat mentioned need to get the nominating committee up and running. Discussion on what is required for that under WASC. Also need a new rep from Austin, any suggestions please send to Pat.

An announcement -- SSC is making their strategic planning present tonight, at 7:30 central time. James Cotten: One of our goals is to clarify a site plan with consideration of what is needed for accreditation. I don't think specifically there's anything in the plan that directly affects USHS other than we're trying to improve our facility and quality of our service.

Strategic Discussion.

No topic was designated. Carolyn and Maxine mentioned their intention to bring a proposal on setting up a study abroad program in the next few months. There is an opportunity on a specific property in old Jerusalem; and potentially Vienna and Morocco as well. Maxine feels it could help our accreditation if we have that component. Details to be forthcoming. If we do create a study abroad program, it's advantageous to do it now rather than end up in the "substantial change" process with WASC.

Donna Crews-Finney commented how community-building can translate into enrollment into the university. "I find it takes a lot of routine exposure to what we offer for people to become curious. For people to take the steps from community to the university, we need to gain the trust and assurance for people to feel this right for them. I respect other ways of bringing people in. Our community has a pretty good representation [at USHS] but nowhere near what I'd like to see."

Pat thanked everyone for their participation.

Maxine closed the meeting with the Fatiha.