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|  <p>Acupuncture Foundation of Canada Institute Institut de la Fondation d'Acupuncture du Canada</p> | <p style="text-align: right;">MEETING MINUTES</p> <p style="text-align: right;">BOARD OF DIRECTORS MEETING January 11, 2014 Via Teleconference</p> |
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Present: Mac Mierzejewski, MScPT, CAFCI (Chair)
Catherine Fuller, PT, CACFI
Marjorie Hammond, RN, MScN
Cathy Donald, BHScPT, CAFCI
Nimet Meghji, DC, CAFCI
Jacek Brachaniec, PT, CAFCI
Debbie Byrne, PT, CAFCI
Doreen Sharpe, PT, CAFCI

Staff Present: Ronda Kellington, Managing Director (Recorder)
Linda Rapson, Executive President
Sheila Williams, Director of Education Administration
Christina Rogoza, Director of Education Curriculum

Regrets: JoAnn Thompson-Franklin, BScPT, CAFCI
Kara Gray Breeze, DC, CAFCI

Absent: Gordon Rust, DC, CAFCI
Michael O'Malley, MD, CAFCI

1. Call to Order

Quorum being present, Mac Mierzejewski called the meeting to order at 12:08 p.m. eastern time.

2. Approval of Agenda

The discussion of draft bylaws will move to a separate meeting. The agenda was approved as amended.

3. Chair's Remarks

Mac Mierzejewski reminded board members that issues discussed at the meeting are confidential. Introductions were made.

4. Approval of Minutes

(a) Board Meeting of June 7, 2013

There being no corrections, the minutes were approved as circulated.

(b) Board Meeting of July 16, 2013

There being no corrections, the minutes were approved as circulated.

(c) Executive Meeting of November 16, 2013

There being no corrections, the minutes were approved as circulated.

5. Business Arising

Ronda Kellington noted that she has had a short conversation with the Director of the Canadian Physiotherapy Association about insurance and that she and Linda Rapson are trying to arrange a meeting with the President of the Ontario TCM and Acupuncture College, and that that issue is ongoing. Christian Rogoza will be starting full-time as soon as possible and benefits for staff will be discussed later in the meeting.

6. Executive President's Report

Linda Rapson presented her report and discussed the research project she is involved in. AFCI has supported the research and now finalizing data is within reach. Results will be published to best advantage. Dr. Rapson also discussed her appointment to University of Toronto and noted there is still uncertainty around the integrative medicine program.

7. Executive Director's Report

Ronda Kellington submitted her report highlighting that the entire staff team has been involved in the very time-consuming work of the release of the revised courses. She acknowledged staff for the great effort. The office has made a move to a new space as of January 6, 2014.

Jacek Brachaniec added his acknowledgement of the great work done on the new courses.

In answer to questions, it was noted that the number of members is currently about 175 where it might have been around 500 the previous year at this time. The goal is for changes associated with the new website to improve member engagement. The courses will become a more important revenue stream as membership drops off due to the loss of insurance coverage.

In regards to the revision of the AA3, it was noted that it would be difficult to use previous developer Cynthia Gokavi as a subject matter expert because of her lack of experience with the technology required. Christina Rogoza is in discussion with Irene Biemann and Sheila Williams to have them work as joint leads. She noted that they could bring in other experts as needed, in league with the competencies required.

8. Education Program

(a) DEC Report

Christina Rogoza presented her report. Both online and onsite course development is being streamlined. Christina is trying to add new online instructors each intake and she thanked Irene Biemann and Sheila Williams for their extra work preparing the transition course. Changes to examinations will be upcoming and the faculty retreat was a success. Key items are to ensure all faculty teaching onsite are reviewing materials and following protocols. Future plans also include adding webinars to the education program as one means of generating more revenue. As a part of creating member value, members could have access to one free webinar per year potentially. Ronda Kellington noted a preliminary conversation she has had with the CPA Education Director about AFCI partnering to deliver a webinar to their membership. Christina will continue to encourage faculty to review course materials, even well before they know they are to teach.

(b) DEA Report

Sheila Williams presented her report and thanked Linda Dyer-MacDonald, Jacek Brachaniec and Amir Nanji for their work on the appeals committee. Sheila noted that she is working on a revised feedback form for practical examinations. The Education Committee has not met but individual members have been helping in other ways. From the faculty retreat we have useful feedback on the examination process and when our timelines are clear Sheila will be connecting with provincial regulatory colleges to promote the 200 hour program.

An issue of the value of the examinations was raised and the effects on our revenue streams. The importance of the examinations and the CAFCI designation is often related to provincial colleges and their expectations of students achieving the CAFCI before they practice. In Ontario, for example, where physiotherapists can practice acupuncture after one AFCI course, the exams have not held as a great a value.

Ronda Kellington presented a fee structure for faculty with course revisions, including fees for online instructors. It was agreed that the following fees would be paid:

AA1 Course Onsite

- \$800 per day for an instructor
- \$1,000 per day for the faculty member teaching on the Friday

It was also agreed that a second teacher on Friday afternoon would be useful when a course has more than 24 students. The Friday afternoon teacher would be paid the \$800 per day instructor fee (therefore \$400 for the half day). Their roles and responsibilities will be clearly outlined in advance.

Marjorie Hammond left the meeting.

AA2 Course Onsite

- \$800 per day for an instructor

On the Saturday morning of the course, there is a half hour Q&A period. There will be no extra fee paid for this but we will ensure one instructor is coordinating and that these roles and responsibilities are clearly outlined in the instructor guidelines.

AA1 Course Online

- 21-40 students, \$1,800
- 41+ students, \$2,000

In assigning online instructors to student groups, every attempt is made to keep each group to 30 students.

Mac Mierzejewski, Catherine Fuller, Nimet Meghji, Jacek Brachaniec and Doreen Sharpe all declared a conflict of interest, as current instructors, in participating in these decisions.

The issue of the expense of hotel venues arose and a future goal is to move towards offering lunches only to trim expenses.

AA2 Course Online

- 21-40 students, \$2,000
- 41+ students, \$2,200

As with the online component of the AA1 course, groups will be around 30 students ideally.

All of these fees were agreed to as presented. Faculty roles and responsibility guidelines should clearly state that instructors must review online course material prior to teaching.

9. Treasurer's Report

(a) 2013-2014 Income Statement

Ronda Kellington explained the change in accounting practice with the new auditor and bookkeeper. Revenue for courses is now held in deferred revenue accounts until the onsite portion of the course takes place making the bottom line on the income statement look less healthy. Future financial reporting will report on deferred revenue as well to give a clearer picture.

Other issues were discussed including how our marketing efforts are measured and details about income sources. Catherine Fuller mentioned that at the CPA exhibit in Montreal in 2013 it became clear that there is a market for AFCI courses in Quebec, as a source of revenue growth, but that we have to understand regulation in that province first.

(b) 2014-2015 Budget

Ronda Kellington presented the budget. Within the larger budget, an item that requires a decision is the inclusion of health benefits for staff. More detailed numbers related to benefits will be prepared for the Executive Committee to review before AFCI approves the inclusion of benefits for staff.

MOTION: Moved by Doreen Sharpe that the 2014-2015 budget be approved, less funds for health benefits for staff. Seconded by Jacek Brachaniec. Approved.

10. Rebranding AFCI

Board members have been discussing this issue via email as it has come up in the planning stage of the website redevelopment project. Mac Mierzejewski presented three questions that need to be answered: Do you support an organization name change? Do you support the use of the full name or a short form? Do you support a logo change?

Various viewpoints were presented including keeping the AFCI short form but adding a tagline that clearly identifies what we do, something like “acupuncture training for healthcare professionals”. There is also the issue of the CAFCI designation to consider if the name changes. Others want an easier name for the organization that clearly represents what we do and isn’t awkward to say or outdated. The word Foundation is no longer accurate. One potential name is the Acupuncture Training Institute of Canada.

Mac called the question: Do you support a name change? Four Board members support a name change while three do not. In the interest of moving towards consensus though, the Board will ask 108 ideaspac if they will give us possible names and the discussion will continue from there since this is a very important issue.

Linda Rapson, Christina Rogoza and Sheila Williams left the call.

Debbie Byrne left the call.

11. Staff Contracts

Sheila Williams’ contract is up for renewal at January 31, 2014.

MOTION: Moved by Catherine Fuller that Sheila Williams’ contract with AFCI as Director of Education Administration be renewed as is. Seconded by Cathy Donald. Approved.

Christina Rogoza’s new contract is about to be completed and will replace her current employment agreement that expires in May 2014. The new contract will be for 4 days per week although Christina’s workload is regularly more than that, and the new contract includes a workplan of deliverables due during the year. If benefits are made

available to staff, Christina's contract will not include the cost of them. She will be responsible for that cost if she wants benefits.

Linda Rapson's contract as Executive President ends at January 31, 2014. Her workload and fee has been lessening over time the past year and a half as AFCI moved towards her retirement. Linda has asked about a continuing stipend as she continues with her research project. The Board confirmed its original plan to make use of Linda on an as-needed basis only moving forward. A letter will be sent to her to confirm this decision. Ronda Kellington will ask Sona Tahan to write something about Linda's work at AFCI for a member newsletter at the end of January and a farewell party will be planned for June 2014 during the AGM weekend.

Quorum is no longer present. An Executive Committee meeting was called to order at 3:54 p.m. with Mac Mierzejewski, Nimet Meghji, Cathy Donald and Jacek Brachaniec in attendance.

MOTION: Moved by Nimet Meghji that Sheila Williams' contract as Director of Education Administration be renewed as is for one year. Cathy Donald seconded. Approved.

The Executive Committee meeting was adjourned at 3:56 p.m.

12. Other Business

Cathy Donald asked if AFCI had reported to members on the National Post article about an incident of pneumothorax caused by a registered massage therapist taught at McMaster University. AFCI did not report on this but the incident has been used in our courses to illustrate adverse effects. It was agreed that in future all news should be reported on in the interests of using these situations as educational opportunities.

Jacek Brachaniec left the meeting.

Mac Mierzejewski asked that a Board of Directors section be included in the new website and that all Board Members have a photo and bio included. Ronda Kellington will create a bio template for Board members to work from. Mac will contact Board members who have been missing meetings.

13. Next Meeting Date

A meeting will be scheduled soon to deal with draft bylaws and rebranding.

Ronda Kellington mentioned the possibility of changing the proposed Special Seminar/AGM date to the same weekend in June 2014 as the AIM Symposium and working in concert with ETD and Carbon for professional development. Ronda will

gather more information on the possibilities of increased registrations and costs and report back.

14. Adjournment

The meeting adjourned at 4:20 p.m.