

# AFS Management Committee Call Minutes

December 16, 2014

1:00 pm EST

1. Meeting called to order by President-elect Essig at 1:05 pm EST.

## Participants:

MC Members: Donna Parrish (partial), Ron Essig, Steve McMullin, Robert Hughes, Kristen Ferry, Vince Travnichek, Dave Coughlan, Hilda Sexauer, Mark Porath, Jesse Trushenski, Laura Wildman, Jessica Mistak, Margaret Murphy, John Boreman

AFS staff: Doug Austen, Shawn Johnston, Denise Spencer, Beverly Pike, Aaron Lerner, Tom Bigford, Gail Goldberg

Emerging Leaders: Justin Davis, Cari Ann-Hayer, Steve Midway, Patrick Cooney

Guests: Andy Loftus

Not attending: Joe Margraf

2. Approval of Agenda – no comments and approval by consent.
3. Approval of Minutes from November 18<sup>th</sup> meeting. Trushenski moved, Porath seconded. Motion passed by unanimous consent. (Note made to check spelling and grammar)
4. Approval of by-laws of the Valley City State University Subunit of the Dakota Chapter of the American Fisheries Society. Hughes moved, McMullin seconded. Motion passed by unanimous consent.
5. AFS Development Program Report and Proposal (Andy Loftus)
  - Loftus reviewed a brief history of his involvement with development programs as a private consultant and AFS member and noted, in particular, the reports provided in the 1998 Governing Board briefing book. Loftus presented the MC with a brief PowerPoint with referral to the full report submitted to the MC one week prior to this call.
  - Discussion focused on a number of issues including: (1) AFS currently has a planned giving policy but there has been little awareness and utilization of the policy or a planned giving program; (2) Wildman asked if AFS or the Loftus report evaluated other associations planned giving programs. Response was that there was no formal assessment. Wildman commented that a development program should be a core component of AFS; (3) Porath raised the issue of potential member concern over certain donors. That sparked discussion on the issue of use of AFS logo and name and it was suggested that AFS should develop guidelines for such use by donors; (4) Ferry asked if the cost estimate of \$200,000 - \$250,000 for development staff (program manager and assistant) was in current dollars. Response was that it was a reasonable but rough estimate; (5) Trushenski asked Loftus and Austen to provide an estimate of fundraising potential. Response was that the AFS history

suggests \$250,000 to \$400,000 from nearly 20 years ago but that new opportunities and loss of old options makes a new estimate very difficult.

- Essig asked for additional comments and reviewed a draft motion crafted by the Officers. Motion made by Hughes and seconded by McMullin. Minor modifications were suggested by the group to re-arrange sentence structure but not intent. Final motion was approved unanimously:

*Move to establish a special committee to develop operating guidance for a development program to enhance revenue, and have that committee report back to the Management Committee by June 1, 2015.*

*The Development Program should have at least the following characteristics:*

- *Staffing and budget*
- *Goals and metrics of success*
- *Address key questions presented in the Loftus report*
- *Types and forms of funding mechanisms appropriate for AFS – review the draft guidance in p. 22 of Loftus report.*
- *Additional items as appropriate*

#### 6. Executive Director Report – Doug Austen

- Communications –The Potomac Communications Group was hired to develop a strategic plan for AFS communications. By early January, 25-30 members and non-members will be interviewed and the results will be presented to the Governing Board in Savannah with a final report by the Portland meeting.
- Membership Discount Proposal – Austen reported that the Governing Board votes on the non-member dues reduction passed by 21-0 with additional votes still to be counted. AFS staff will initiate the program from January 12 – March 12, 2015 and will be working with a broad swath of AFS members, Units and Sections to deploy the membership discount program.
- October monthly financial statements - were distributed to the MC prior to the call. There were no issues identified with the report. A final Quebec City annual meeting financial statement was not ready but should be within the week.

#### 7. Education Special Committee Report – Steve McMullin

- Manuscript of educations survey results to be submitted to *Fisheries* in next couple of weeks
- Manuscript on potential ramifications for certification is being developed by Mark Kaemingk and is expected early in 2015.
- A special publication is being developed, most likely as an ebook, focusing on employer expectations of graduates as well as content of education needs developed by various AFS sections.
- The listing of university fisheries programs has been updated.

- Curricula of fisheries programs are being analyzed in the context of employer needs. Current data have been collected on eastern Canadian schools.
- There will be a comparison of current educational program offerings with the educational job requirements outlined in the Federal Office of Personnel Management for fish biologists (job title 482).

8. President's Report – President-elect Essig noted that the January MC call is scheduled for 1:00 p.m. EST on Tuesday, January 20, 2015 (note that Monday, January 19, is a federal holiday).

9. New Business - none

10. Motion to adjourn at 2:10 p.m. EST. Hughes moved, seconded by group and passed by unanimous consent.