



Monthly Conference Call Minutes
February 15, 2021
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1. February Executive Committee Monthly Call- Most are still working from home, except LSU, Gretchen is in office again. Attending- Joe, Bill, Danielle, Julie, L. Kay, Kris Hayden, Kay, and Gretchen.
2. General planning status and current expectations for 7/28 and 7/28/2021
Bill shared a screen shot of a tentative conference schedule. He got feedback that we might be trying to go too long both days. Should we cut back? This would save money on host costs. Danielle asked if anyone is going to the CASE conference this week, it goes from 11am to 5pm for 3 days depending on time zone. She does not think AVPA is too long or unreasonable. Bill thinks 50% commitment to attending CASE sessions is plenty, but do AVAP members try to attend all sessions? Joe thinks if we do too much, we may lose peoples interest, what is too much, what is not enough? Is 5 hours two days in a row too much. Gretchen thinks it might be too long, with all the Webinar/screen burnout. AVAP versus CASE is not a good comparison, AVAP is more applicable to our jobs. Should we start an hour later and end an hour earlier, then have some follow up sessions like last year? We should stop monthly Zoom meetings, Grateful Client and Stewardship etc., a couple of months before to avoid burnout and overload. Will AVMA go virtual? Right now, with the in-person plan, some may be traveling to Minneapolis the next day so we should make the second day end earlier.

Is AAVMC awarding both awards this year? Joe looked on the web site and says yes. Bill will reach out to Jeff to find out about the awards. He will check to see if days-times work for him.

Bill thinks we should have K state present on Crisis communications and possibly a Case study of a successful communications campaign. Gretchen thinks there is a lot of crossover with donor relations and alumni relations. We need to watch for crossover and put them together not on opposing tracks. Events are one example; Alumni Relations is event heavy. Have a session on event planning (e.g., how you overcame having online-only events, whether you'll keep incorporating things like Zoom and Facebook live after in-person events are allowed again). Possibly we add a session on how things work going forward or for everyone one on navigating change. Might be a great breakout session and report back on top ideas. Also something about the money associated with events or mentoring vet students. Maybe we add a diverse topic like fundraising in rural areas, different populations. L. Kay suggested looking at DEI in a different way without calling it that.

3. AVAP 2021 Expo Conference Budget-
Bill asked should we charge, and if so, how much? Julie thinks we should charge, to recover host costs, we still need to know how much. Considering members do not have travel costs, it is a real bargain already. The webinars we have been doing have had great value and we have not charged for them, and we do not have membership fees. Gretchen thinks we need to charge and use some of the 2020 deposits on this by charging. The money deposited for 2020 is considered a loan right now. Danielle thinks the money that was deposited should go to cover a team to attend this year. Bill wonders if we roll over the 2020 deposits to 2022 and consider 2021 a separate thing. If Purina sponsors again, we really do not need money this year. Kay suggested having a per school fee, not individual, Gretchen agreed. We do need to take care of our budget. We need to

consider what the conference will actually cost, then figure a price out. Bill says the only current cost is the hosts. Bill thinks Minnesota will not let them pay 100.00+ for a webinar. Joe agrees, colleges are cutting all they can. Danielle wonders if 50.00 is a good number. The value for what everyone gets with the AVAP network makes it worth it. We will reach out to the lead development person at each college and see if they could/would attend with a fee. Julie thinks we should start with a fee that makes sense to cover the costs without Purina. We will reach out to see if 150.00 is reasonable and how many will attend.

Joe asks how do we do the registrations? The Game Show hosts are charging us per person, so we need to know how many people are attending. We need to get a registration form built too.

4. On-Going Webinar Topics- Status update on plans for monthly webinars-

Next Steps: Bill will reach out to a few people to see if 150.00 expo registration would be a game changer. He will get a hold the dates out too. Bill will reach out to Emily Cross at Purina and Kelly Marchbanks to see if they will sponsor and speak. Bill asks us to continue to think about DEI. How do we fit it in, or is it for a separate webinar?

Next meeting: March 15, 2021