



Monthly Conference Call Minutes

July, 2024

Zoom Meeting

<https://osu.zoom.us/j/91717334478?pwd=Zr2kbWVlPaMm3bW8SbvoVks1NbfXx.1>

Attending- Niki Theobald, Heidi Kramer, Julie Bogan, Monika Blackwell, Carly Zeiger and Tim King

1. Welcome

Tim welcomed the committee and said he would share the agenda earlier next meeting.

2. Budget Update – Karen via Tim

Tim shared Karen's report- we currently have 75k in the bank, which looks good.

3. Conference Planning Committee Update - Monika/Karen

a. 2024 Conference Feedback

Monika shared out the conference survey results today, there is a lot of feedback. 40 real responses. Half said it met expectations, only 2 were negative. The big takeaway was the social was not great for most. Karen will handle the social for next year. The conference itself has complaints about diversity of sessions. We need to emphasize that we need more volunteers to have more sessions. AV was an issue that we were aware of, but cost was prohibitive. Should we not name the tracks? Maybe have a key or identifiers instead of tracks. Should we maybe record some or repeat topics or sessions monthly. Some wanted more for the distributive college model. Requests for a dean panel, or a dean on the panel, but not with the alumni so the dean does not dominate. DC might be a great place to try it. Maybe have another session lead by human medicine advancement people. The last one was well liked. We can discuss more next meeting after more people look through the survey. Monika thinks we need to uncouple the survey from WordPress, use a source like MailChimp, and narrow the questions. Do we want to explore an app to use, Monika shared Whova, their proposal includes surveys, the cost is not too high. Using Whova could replace the printed program too. Volunteers were hard to identify. The communications and marketing committee does not have much support, we need to do some outreach.

b. 2025 Hotel and Conference-

Karen talked to our event planner at Embassy Suites about updating our reservation based on feedback we received from this year's conference. She added a small networking room and AV to all speaker rooms, better to have it and not need it than to have too little like this year. It was hard to align speakers and rooms based on needs. She is also looking into social spaces, including the zoo and Museum of Illusions and other places, but most are very expensive. She is asking the conference committee to look for spaces and more sponsors. Niki reminded us to look at Care Credit, Kay can ask a Trupanion contact. AVMA may have options since they are based in DC. Tim will ask Danielle or Karen.

4. Engagement and Outreach Committee Update - Carly

a. Update from July Zoom-

July call was a conference recap, with 15 to 20 attendees, so they did a few breakout rooms. Good feedback. Everyone liked connecting with people in like roles. They liked the newcomer's session.

b. Upcoming Monthly Engagement Zooms

First committee meeting will be today. They will talk about topics and dates today. There were requests for quarterly webinars, perhaps we record those. Also looking at doing a networking call. Carly will need help from the committee.

5. Other Business

a. Marketing and Communications Committee – Tim

Tim is reaching out to some who shared interest to see how they would like to help. Some can help with the website update, others the email communications, job postings, and managing the new LinkedIn site.

b. AVAP / AAVMC Survey – Tim

We want to be broad, but also need scope. They are starting to put together a plan to present to AAVMC, possibly they would pay for a survey. Tim will share the proposal when it is drafted. It will have both quantitative and qualitative data. Andy McCabe left AAVMC for MARS, so we need a new contact.

6. Open Forum-

Monika asked if co-chairs might attend these meetings, so others don't have to regurgitate the information. Yes, invite them. We will discuss conference business first.

7. Adjourn

Next meeting: AVAP Business Meeting is August 26, 2024